

10 Dallas

J A N U A R Y

DALLAS

OFFICIAL PUBLICATION OF
THE DALLAS CHAMBER OF COMMERCE

Features in This Issue

What of the New Year?

*A Confidence-Building Discussion by President Frank M. Smith,
of the Chamber of Commerce*

Dallas Breaks All Building Records

*A Summary Showing Vitality of Dallas Business as Evidenced
by Construction Progress*

Humphreys Oil Interests Choose Dallas

*Other Recent Additions to Dallas' Commercial and
Industrial Family*

Keeping Up With Busy Dallas

*An Authentic Resume of Activities in the City
"Where Men Are Looking Forward"*

VOLUME I

JANUARY, 1922

1922

Silver Anniversary

1947



(Marble Statuary in Main Restaurant)

The Adolphus

ONLY FIREPROOF HOTEL IN
THE CITY

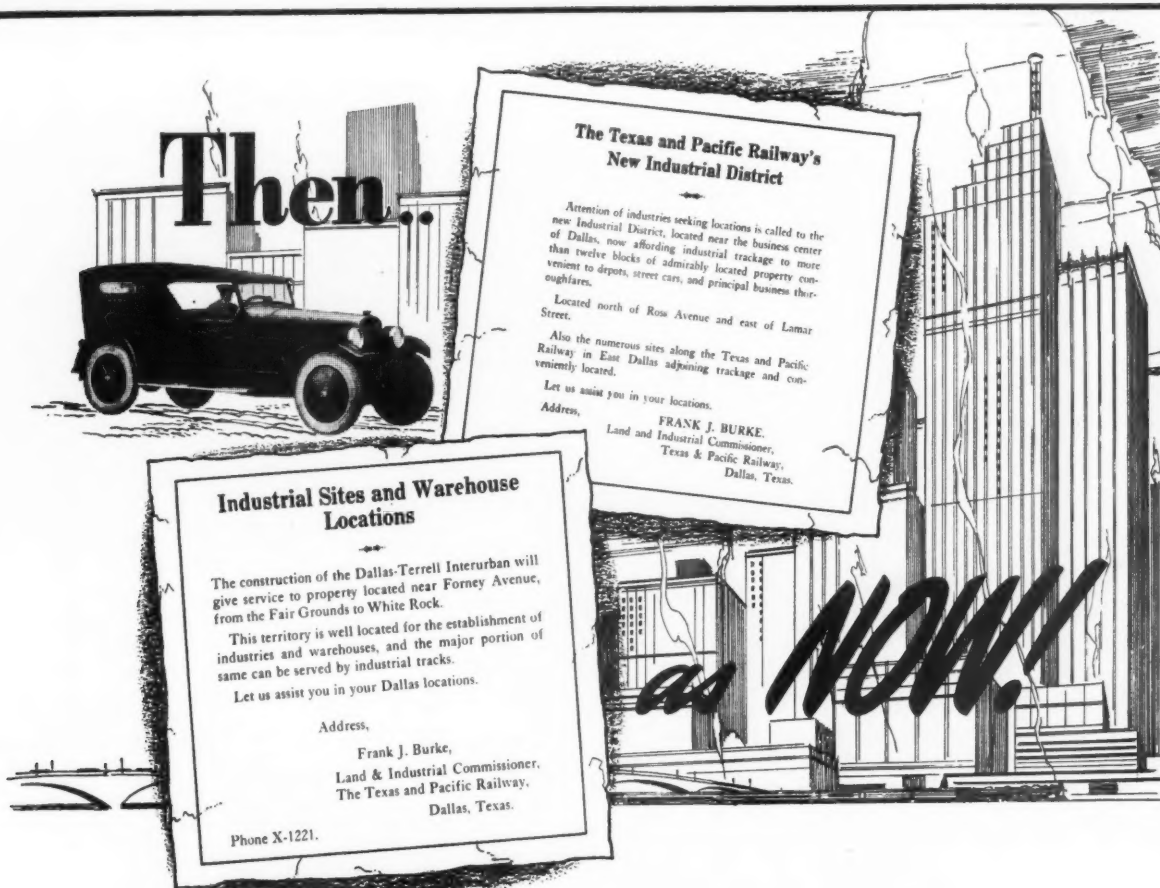
500 ROOMS 500 BATHS

REAL SERVICE

UNREMITTING ATTENTION
TO FOOD SERVICE

This advertisement appeared in the FIRST ISSUE of "Dallas" 25 years ago. The HOTEL ADOLPHUS today offers all that is modern in hotel requirements, yet maintaining the same hospitality that has made the Adolphus world famous... 825 rooms—300 air conditioned the year round.

RICHARD H. NASH, Managing Director.



Then...

The Texas and Pacific Railway's New Industrial District

Attention of industries seeking locations is called to the new Industrial District, located near the business center of Dallas, now affording industrial trackage to more than twelve blocks of admirably located property convenient to depots, street cars, and principal business thoroughfares.

Located north of Ross Avenue and east of Lamar Street.

Also the numerous sites along the Texas and Pacific Railway in East Dallas adjoining trackage and conveniently located.

Let us assist you in your locations.

Address, **FRANK J. BURKE,**
Land and Industrial Commissioner,
Texas & Pacific Railway,
Dallas, Texas.

Industrial Sites and Warehouse Locations

The construction of the Dallas-Terrell Interurban will give service to property located near Forney Avenue, from the Fair Grounds to White Rock.

This territory is well located for the establishment of industries and warehouses, and the major portion of same can be served by industrial tracks.

Let us assist you in your Dallas locations.

Address,
Frank J. Burke,
Land & Industrial Commissioner,
The Texas and Pacific Railway,
Dallas, Texas.

Phone X-1221.

as NOW!!

PARTNERS IN PROGRESS!

TWENTY-FIVE YEARS AGO these advertisements appeared in Dallas Magazine. They are representative of the vital interest Texas and Pacific has always shown in the development of this great city.

Industrial growth through assistance in locating plant sites continues to be a prominent part of Texas and Pacific's program of service to Dallas and the Southwest.

Through the years Dallas Magazine and Texas and Pacific have been partners in progress... each in its way working toward a common goal—a bigger and better Dallas.



TEXAS AND PACIFIC RY.

JUGGLING IS EASY

- when you know how!

.. however, effortless, unerring skill is achieved only with constant practice .. with polishing, perfecting every move. The same is true with any top-quality product .. the same is true with Texlite porcelain enamel! 19 Texlite department heads and key personnel, alone, represent 339 years of "know how" .. each of whom having been with us over 10 years! Reason enough for the gleaming lifetime finish, the lasting permanent color you see in the famous-brand Texlite signs from coast to coast. Reason enough for the quality and workmanship that makes Texlite porcelain enamel the finest in the nation.

Makers of porcelain enamel products .. signs, neon sign faces, letters, and architectural porcelain.



TEXLITE, INC. PORCELAIN ENAMEL PRODUCTS

500 Fifth Avenue, New York, 18

2900 Factory Street, Dallas, Texas

5110 Telephone Road, Houston 12, Texas

DALLAS • JANUARY, 1947



CLIFTON BLACKMON Editor
THOMAS J. McHALE . . . Adv. Mgr.
WINSTON BALL . . Editorial Assistant



Member, Southwestern Association of Industrial Editors;
International Council of Industrial Editors.

CONTENTS

	Page
Washington: The New Congress.....	7
By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capital	
DALLAS Celebrates Twenty-Fifth Anniversary.....	8
By Z. E. BLACK	
DALLAS' Ad Pages Record Progress from Early-Day Advertising Technique.....	13
By THOMAS J. McHALE	
Hail and Farewell.....	14
By B. F. McLAIN, Retiring President, Dallas Chamber of Commerce	
1947—A Look Ahead.....	15
By D. A. HULCY, President, Dallas Chamber of Commerce	
1947 Officers.....	16
Foundations of Freedom.....	20
By J. PENFIELD SEIBERLING, President, Seiberling Rubber Company	
Manufacturers Announce Five New Directors.....	25
Oil—Dallas Headquarters for New National Committee.....	26
New Aid for City Building.....	29
WFAA.....	30
Dallas Honors Nimitz.....	34
The Dallas Southwest Paces the Nation and Dallas Paces the Southwest.....	36
Dallas Population Gains 46 Per Cent Over 1940.....	38
U. S. Mail.....	40
1947 Tax Calendar.....	46
In Dallas Last Month.....	52
Books: "The Cherokee Nation" (Review).....	60
By MRS. ESTELLE AMOS	
Business Opportunities.....	86
Advertisers in This Issue.....	92

DALLAS CHAMBER OF COMMERCE

OFFICERS

President
D. A. HULCY
Vice Presidents
AUSTIN F. ALLEN
J. L. LATIMER
CLYDE L. STEWART
Treasurer
OSCAR C. BRUCE
National Councilor
GEORGE WAYERLEY BRIGGS

DIRECTORS

AUSTIN F. ALLEN
THEO P. BEASLEY
O. S. BOGGESS
MILTON BROWN
W. J. BROWN
W. R. BURNS
W. B. CLAYTON
FRED F. FLORENCE
D. A. HULCY
J. L. LATIMER
STANLEY MARCUS
IRA L. MCCOLLISTER
B. F. McLAIN
CHARLES R. MOORE
J. B. ORAND
JULIUS SCHEPPS
CLYDE L. STEWART
J. C. TENISON
PEYTON L. TOWNSEND
W. G. VOLLMER
JAMES K. WILSON
EARLE WYATT

STAFF

J. BEN CRITZ
Vice President and General Mgr.
Business Mgr.—Sam Tobolowsky
Cashier: Velma Boswell
Conventions: Z. E. Black
Foreign Trade: Roy Jenkins
Highway: R. M. Clift
Industrial: Andrew W. DeShong
E. N. Kerr
Information: Jay Little
Manufacturers and Wholesalers:
Mark Hannon
Membership: Hugh Sawyer
Publicity: Clifton Blackmon
Winston Ball
Retail: R. C. Dolbin
Transportation: Sam Goodstein
Floyd E. Rice
Washington Office: Dale Miller

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone R-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to business men. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for nor is committed by the views expressed by authors in these articles.



AT THE HEAD OF
THE LIST OF ANY
INDUSTRIAL
PLANT'S ASSETS
IS ITS "WATER
SUPPLY." CHECK
YOUR WATER
REQUIREMENTS
NOW-AND PLAN
YOUR WELL WATER
SYSTEM FOR 1947
-1948-1949-1950.

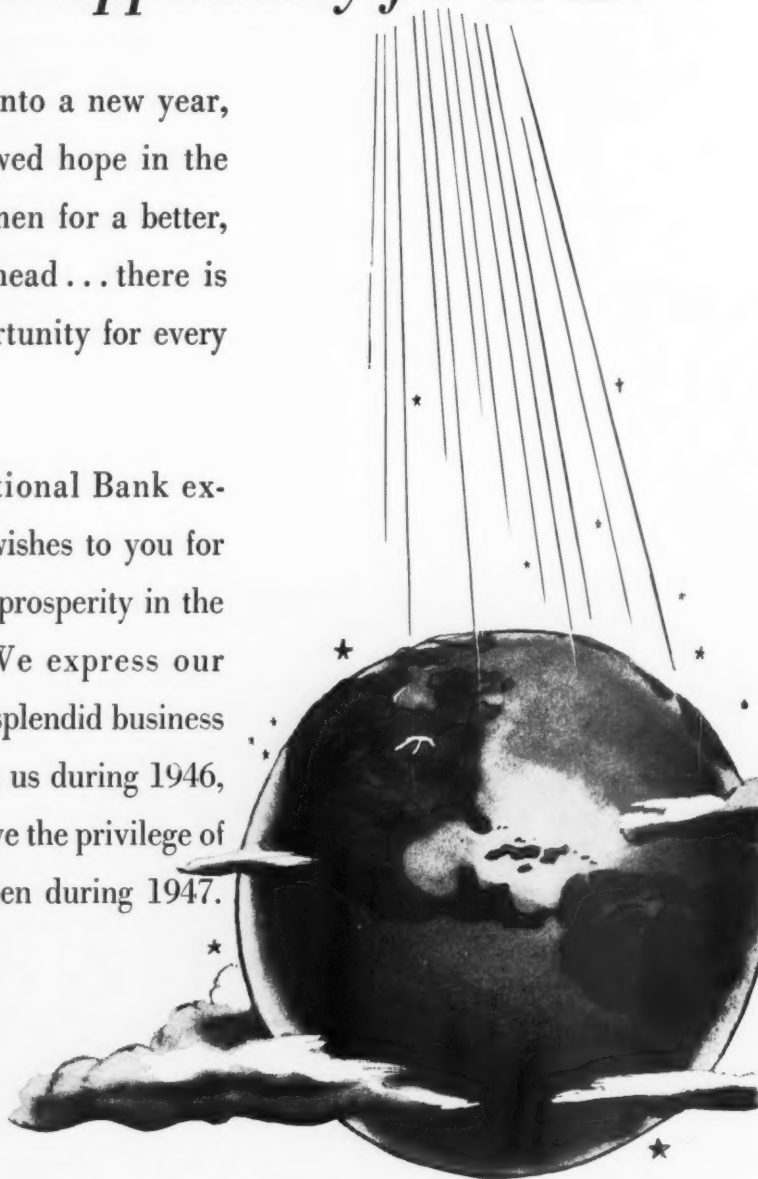
Layne-Texas
Engineers
Know
Water Wells

THE
LAYNE-TEXAS
Co., Ltd.
HOUSTON • DALLAS

*A New Year....
And New Opportunity for Us All*

As we enter into a new year,
there is renewed hope in the
hearts of all men for a better,
finer world ahead...there is
renewed opportunity for every
nation.

The First National Bank ex-
tends sincere wishes to you for
happiness and prosperity in the
year ahead. We express our
thanks for the splendid business
you have given us during 1946,
and hope to have the privilege of
serving you often during 1947.



First National Bank
in Dallas MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

WASHINGTON

BY DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The New Congress

WASHINGTON is as quiet and idyllic as a scene on a Christmas card as these observations are being typed, but by the time they appear in print Capitol Hill will be stirring from its yuletide hibernation and preparing for that accelerated tempo of activity



DALE MILLER

which always accompanies the reconvening of Congress. Even greater interest than usual is being manifested in this new Congress, because in more than one respect it will be one of the most extraordinary legislative bodies in our recent political history. To begin with, the Republican Party, as we all know, captured both Houses by impressive majorities in the November balloting, thus creating that anomaly of "divided rule"—a Democratic administration and a Republican Congress—which is peculiar to the American political system. Then, too, the new Congress will presumably reorganize itself under the "streamlining" provisions of the legislative reorganization bill enacted during the last session. Consequently, 1947 should be a novel and interesting year, from the political point of view.

The manifold differences between the old Congress and the new will perhaps be more noticeable to Texans than to citizens from other States. In the first place, the Texas habit of continuing its Congressmen in office over long periods of time has resulted in the accumulation of considerable seniority on Capitol Hill, which is extremely useful when the Democrats are in power. Texas led all States in 1946 in the aggregate seniority of its Congressmen, and led all states in the number of high positions and committee chairmanships. Texans were chairmen of the rivers and harbors committee, the judiciary committee, and the public buildings and grounds committee of the

House, and the foreign relations committee of the Senate; and a Texan was likewise Speaker of the House. Two of these chairmen retired from Congress this year; two others were re-elected but were promptly demoted, by the Republican victory, to ranking minority members of the committees of which they had been chairmen; and the Speakership of the House, of course, now goes to a Republican.

Texas businessmen who occasionally visit Washington have been in the habit of genially taking possession, as Texans will, of the august Speaker's Chambers at one end of the Capitol and of the impressive suite of the Senate foreign relations committee at the other end. These offices, strategically located and handsomely appointed, have been the usual gathering places of Texans, but, of course, the Republican victory has evicted Messrs. Rayburn and Connally from these pretentious quarters. In somewhat lesser degree, the judiciary and the public buildings and grounds committee rooms have likewise been rallying points for Texans away from home, but both Messrs. Sumners and Lanham retired from Congress this year. The physical appearance of Capitol Hill has, therefore, undergone considerable change, insofar as Texans are concerned.

The November elections produced more than one ironical twist. Representative R. Ewing Thomason of El Paso would have been chairman of the powerful military affairs committee during the war except for the fact that his surname began with a "T." His length of service in Congress has been identical with that of Representative May of Kentucky, but House custom decreed, quaintly enough, that in cases of such ties the chairmanship should go to the member who had precedence alphabetically. Consequently, Mr. Thomason, the abler man, has been a political bridesmaid all these years; and it so happened that Mr. May was defeated in November, which would finally have given the chairmanship to the Texas

Democrat had it not been for the fact that the Republicans won control of the House. So Mr. Thomason merely moves from the right side of the chairman to the left—from ranking majority to ranking minority member—with the coveted chairmanship still beyond his grasp.

Worth noting also is that the Congressional reorganization bill provides that the new public works committee shall absorb the rivers and harbors, flood control, public buildings, and roads committees. It happens that Representative Mansfield of Texas, the veteran chairman of the rivers and harbors committee of the House, has seniority over the chairmen of all other committees involved in this amalgamation, and was thus slated to become chairman of the large over-all committee. But Republican control of the House will make this former chairman of the rivers and harbors committee the ranking minority member of the public works committee of the new Congress.

Actually, of course, the Texas delegation in Congress has lost much less political influence than these physical appearances would suggest. The Republican overturn has deprived some Texans of committee chairmanships, and the retirement of such distinguished Texas members as Representatives Sumners, Lanham, and Luther Johnson will be keenly felt; but the Texas delegation as a whole is able and conservative-minded politically, and their relations with their Republican colleagues have not been sharply partisan. Representative Mansfield, for instance, has been so respected and admired by the Republicans as well as the Democrats on the rivers and harbors committee that his influence will scarcely be less in the new Congress. And the same can be said of many other members of the Texas delegation. They will hold fewer titles, but their political influence should nevertheless be considerable.

The moral underlying these political observations, of course, is that it has become increasingly difficult during the past few years to determine an actual line of demarcation between the political thinking of Democrats on the one hand and Republicans on the other. Probably never in our recent political history have party labels been so meaningless. There are sharp and bitter political differences on Capitol Hill, to be sure, but they have virtually nothing to do with party affiliation. In the Senate, for example, Democrat George and Republican Taft have more in common than Senator Pepper has with Senator George, let us say, or

(Continued on Page 91)



Z. E. BLACK

THE editor of DALLAS has honored me with an assignment to tell a little about the genesis of the Dallas Chamber of Commerce magazine, which occurred more than a generation ago.

So let's go down to the vault in the basement of the present Chamber of Commerce Building. Yes, vault is right. This building was formerly the home of the Dallas Federal Reserve Bank and there was important money in the building in those days. Let's reach up to the top shelf near the ceiling and the unused burglar alarm wires—watch out for your head—and get Volume 1 of DALLAS. Let's brush the dust from the bound volume, scan the pages, and see what are some of the highlights it carries and what memories it evokes.

Two score and five years ago there was born this publication dedicated to the proposition of keeping the Dallas Chamber of Commerce members in closer touch with the organization and enabling the Chamber to be of greater service to them and the city as a whole.

Such in substance is the salutatory in the January, 1922, issue of DALLAS. I remember that, as I typed this message of introduction for the first issue in the Chamber's offices on the second floor of the Southland Life Building, the clatter of my machine blended with the sounds of riveting emanating from the Magnolia

Building under construction across the street. The August issue of DALLAS that year included a picture of the Magnolia Building with the caption proudly proclaiming that "outside of New York City, there are only three taller buildings in America."

DALLAS' first issue also recorded that all previous building records of the city had been broken in 1921, with total building permits issued exceeding \$15,000,000. The 1922 total of building permits issued reached \$18,646,988. The Majestic and Palace Theaters had just been completed when the first issue of the magazine came off the press, and the Melba Theater, then known as the Hope, was finished in DALLAS' first year of publication. Construction started that same year on the Dallas Athletic Club, the Medical Arts Building, the administration building of the Young Women's Christian Association, the Methodist Hospital, and the First Methodist Church, to mention but a few projects.

The Procter & Gamble Manufacturing Company announced in 1922 its decision to erect a factory in Dallas. Volume 1 of DALLAS also reported that the Seiberling Rubber Company had selected Dallas for its Southwestern distributing branch. This is of timely interest since the company's president, J. P. Seiberling, was principal speaker at the 1946

Dallas

annual meeting of the Dallas Chamber of Commerce and promised a Texas factory for his company, probably at or near Dallas, when conditions are right for its establishment.

Football enthusiasts will recall the Texas A. & M. College-Center College game at Fair Park on January 1, 1922, with the Texas Aggies winning over the conqueror of Harvard 22 to 14. The game, a forerunner of later Cotton Bowl contests, was arranged by the Dallas Chamber's Athletics Committee, headed by Richard Haughton, and was attended by approximately 12,000 persons.

Neither football nor World Series baseball was brought to Dallas fans by national radio network broadcasts in those days, but 1922 was the birth year of Radio Station WFAA, launched by the "Dallas Morning News." WRR, famous as the "world's oldest municipal station," had been started the year before, and KRLD, "Dallas Times Herald" station, was to go on the air a few years later.

On DALLAS' birth date, the Oriental Hotel occupied the present site of the Baker Hotel, and its manager, Otto Herold, was president of the Dallas Hotel Association. Bob Ellifritz was manager of the Hotel Adolphus, the third unit of which had not been built. "Uncle Charlie" Mangold had just celebrated the completion of a \$1,000,000 addition to the Jefferson Hotel. Ground was broken in 1922 for the Stoneleigh. Fred McKunkin was operating the Southland Hotel and was, as usual, the life of the party, with his concealed electric-battery handshake providing one of the fellowship highlights of the twenty-first annual business tour of the Dallas Chamber of Commerce. C. L. Norsworthy was general chairman of the trip.

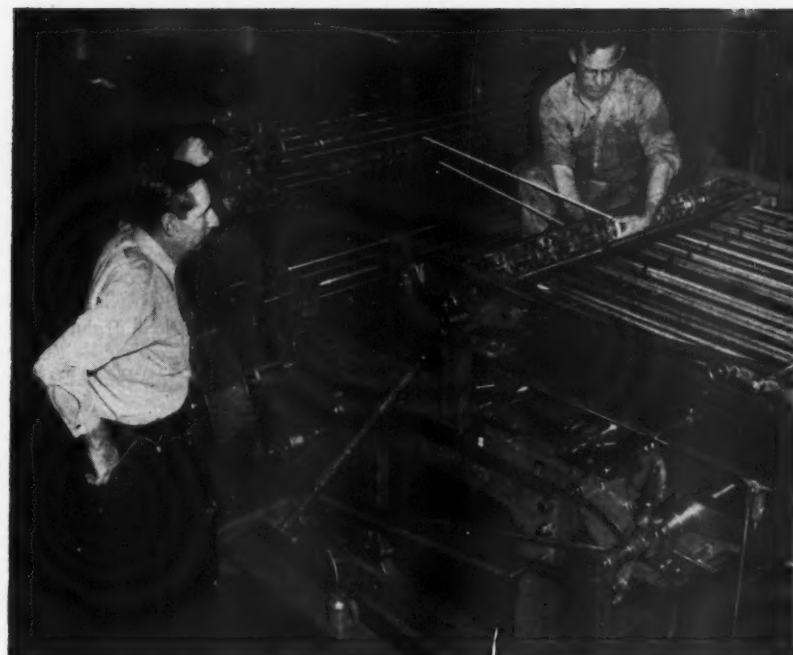
The year 1922 also marked the first complete year of organized effort to secure and handle conventions for Dallas, Sam Fowlkes having been appointed late

Celebrates Twenty-Fifth Anniversary

By Z. E. BLACK

in 1921 as manager of the new convention department of the Chamber as well as secretary of the Dallas Retail Merchants' Association, which had been set up only a short time before as another new division of the Chamber.

In 1921 the Wholesale Merchants' Association had merged with the Chamber as a department, and thus the Chamber became in 1922, an united front for "Operation Dallas." It was also in that red letter year that the Chamber, traditionally an advocate of home ownership, purchased its present home from the Federal Reserve Bank and occupied it in April. The purchase was made possible by \$100 contributions from a large number of public-spirited firms and individuals whose names appear on a framed scroll on the first floor of the building.



NEW MIEHLE PRESS, which will help speed up production of DALLAS as it enters second quarter century of publication, is pictured being installed at printing plant of Houghton Brothers. B. P. Ridgway, plant superintendent, left, is shown with L. V. Jennings, head pressman.

Pages of 1922 DALLAS reveal that "flowers for the living" were bestowed on J. C. Duke, Royal A. Ferris, and Colonel J. T. Trezevant at a dinner sponsored by the Dallas Chamber. At a special meeting of the board May 8, 1922, Chamber directors also honored Alex

Sanger on the occasion of his seventy-fifth birthday.

Harry Olmsted was president of the State Fair of Texas in 1922, which had an attendance of 699,165 that year as compared with some 1,600,000 in 1946.

The 1920 United States census had given Dallas a population of 158,976 within the city's incorporated area of 23 square miles, and the January, 1922, issue of DALLAS reported an estimate of 201,088 for Dallas and its immediate suburbs. This compares with 90 square miles within the city limits today, and the Dallas Chamber's 1946 estimate of a population of 483,720 for Dallas, University Park, and Highland Park.

How rapidly and substantially the city has grown in the quarter of a century covered by the life of the magazine, DALLAS, is evidenced by comparisons of business indices. Water connections totaled 34,260 in 1922 as against 96,852 as of October 31, 1946, and telephones totaled 40,095 in 1922 as against 147,760 as of October 31, 1946.

As compared with the total of 4,552 building permits issued in 1922 for an aggregate valuation of \$18,646,988, building permits for the first eleven months of 1946 totaled 13,280 for an aggregate valuation of \$44,438,074.

Bank clearings totaled \$1,419,000,000 in 1922 as against \$7,844,000,000 for the first eleven months of 1946. Bank debits



IN 1922, when first issue of DALLAS came off the press in the early-day shop of Johnston Printing & Advertising Company at 1808 Jackson, pictured at bottom, Emil L. Borak, left, was foreman of the composing room. Today he is vice president in charge of production in the modern Johnston plant at 1901 McKinney.





Z. E. BLACK

THE editor of DALLAS has honored me with an assignment to tell a little about the genesis of the Dallas Chamber of Commerce magazine, which occurred more than a generation ago.

So let's go down to the vault in the basement of the present Chamber of Commerce Building. Yes, vault is right. This building was formerly the home of the Dallas Federal Reserve Bank and there was important money in the building in those days. Let's reach up to the top shelf near the ceiling and the unused burglar alarm wires—watch out for your head—and get Volume 1 of DALLAS. Let's brush the dust from the bound volume, scan the pages, and see what are some of the highlights it carries and what memories it evokes.

Two score and five years ago there was born this publication dedicated to the proposition of keeping the Dallas Chamber of Commerce members in closer touch with the organization and enabling the Chamber to be of greater service to them and the city as a whole.

Such in substance is the salutatory in the January, 1922, issue of DALLAS. I remember that, as I typed this message of introduction for the first issue in the Chamber's offices on the second floor of the Southland Life Building, the clatter of my machine blended with the sounds of riveting emanating from the Magnolia

Building under construction across the street. The August issue of DALLAS that year included a picture of the Magnolia Building with the caption proudly proclaiming that "outside of New York City, there are only three taller buildings in America."

DALLAS' first issue also recorded that all previous building records of the city had been broken in 1921, with total building permits issued exceeding \$15,000,000. The 1922 total of building permits issued reached \$18,646,988. The Majestic and Palace Theaters had just been completed when the first issue of the magazine came off the press, and the Melba Theater, then known as the Hope, was finished in DALLAS' first year of publication. Construction started that same year on the Dallas Athletic Club, the Medical Arts Building, the administration building of the Young Women's Christian Association, the Methodist Hospital, and the First Methodist Church, to mention but a few projects.

The Procter & Gamble Manufacturing Company announced in 1922 its decision to erect a factory in Dallas. Volume 1 of DALLAS also reported that the Seiberling Rubber Company had selected Dallas for its Southwestern distributing branch. This is of timely interest since the company's president, J. P. Seiberling, was principal speaker at the 1946

Dallas

annual meeting of the Dallas Chamber of Commerce and promised a Texas factory for his company, probably at or near Dallas, when conditions are right for its establishment.

Football enthusiasts will recall the Texas A. & M. College-Center College game at Fair Park on January 1, 1922, with the Texas Aggies winning over the conqueror of Harvard 22 to 14. The game, a forerunner of later Cotton Bowl contests, was arranged by the Dallas Chamber's Athletics Committee, headed by Richard Haughton, and was attended by approximately 12,000 persons.

Neither football nor World Series baseball was brought to Dallas fans by national radio network broadcasts in those days, but 1922 was the birth year of Radio Station WFAA, launched by the "Dallas Morning News." WRR, famous as the "world's oldest municipal station," had been started the year before, and KRLD, "Dallas Times Herald" station, was to go on the air a few years later.

On DALLAS' birth date, the Oriental Hotel occupied the present site of the Baker Hotel, and its manager, Otto Herold, was president of the Dallas Hotel Association. Bob Ellifritz was manager of the Hotel Adolphus, the third unit of which had not been built. "Uncle Charlie" Mangold had just celebrated the completion of a \$1,000,000 addition to the Jefferson Hotel. Ground was broken in 1922 for the Stoneleigh. Fred McMunkin was operating the Southland Hotel and was, as usual, the life of the party, with his concealed electric-battery handshake providing one of the fellowship highlights of the twenty-first annual business tour of the Dallas Chamber of Commerce. C. L. Norsworthy was general chairman of the trip.

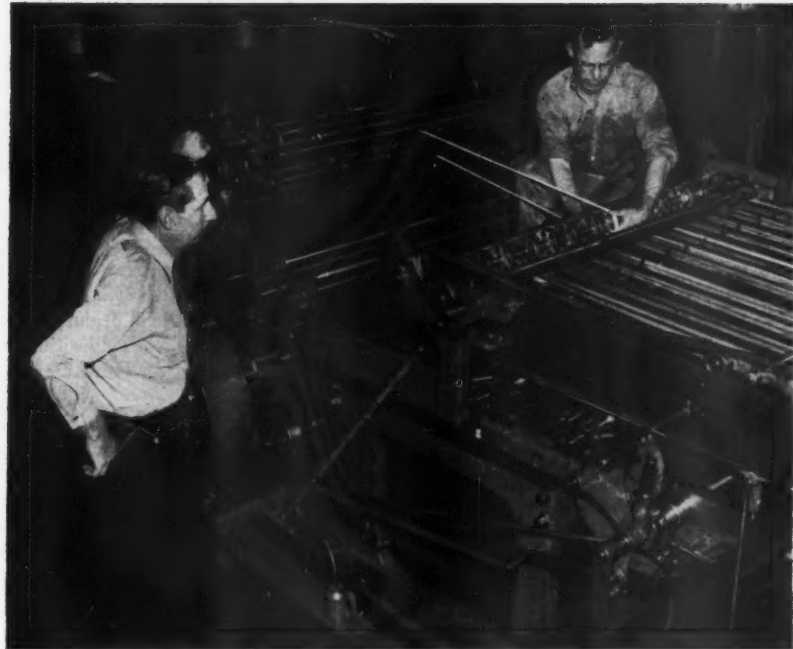
The year 1922 also marked the first complete year of organized effort to secure and handle conventions for Dallas, Sam Fowlkes having been appointed late

Celebrates Twenty-Fifth Anniversary

By Z. E. BLACK

in 1921 as manager of the new convention department of the Chamber as well as secretary of the Dallas Retail Merchants' Association, which had been set up only a short time before as another new division of the Chamber.

In 1921 the Wholesale Merchants' Association had merged with the Chamber as a department, and thus the Chamber became in 1922, an united front for "Operation Dallas." It was also in that red letter year that the Chamber, traditionally an advocate of home ownership, purchased its present home from the Federal Reserve Bank and occupied it in April. The purchase was made possible by \$100 contributions from a large number of public-spirited firms and individuals whose names appear on a framed scroll on the first floor of the building.



NEW MIEHLE PRESS, which will help speed up production of DALLAS as it enters second quarter century of publication, is pictured being installed at printing plant of Houghton Brothers. B. P. Ridgway, plant superintendent, left, is shown with L. V. Jennings, head pressman.

Pages of 1922 DALLAS reveal that "flowers for the living" were bestowed on J. C. Duke, Royal A. Ferris, and Colonel J. T. Trezevant at a dinner sponsored by the Dallas Chamber. At a special meeting of the board May 8, 1922, Chamber directors also honored Alex

Sanger on the occasion of his seventy-fifth birthday.

Harry Olmsted was president of the State Fair of Texas in 1922, which had an attendance of 699,165 that year as compared with some 1,600,000 in 1946.

The 1920 United States census had given Dallas a population of 158,976 within the city's incorporated area of 23 square miles, and the January, 1922, issue of DALLAS reported an estimate of 201,088 for Dallas and its immediate suburbs. This compares with 90 square miles within the city limits today, and the Dallas Chamber's 1946 estimate of a population of 483,720 for Dallas, University Park, and Highland Park.

How rapidly and substantially the city has grown in the quarter of a century covered by the life of the magazine, DALLAS, is evidenced by comparisons of business indices. Water connections totaled 34,260 in 1922 as against 96,852 as of October 31, 1946, and telephones totaled 40,095 in 1922 as against 147,760 as of October 31, 1946.

As compared with the total of 4,552 building permits issued in 1922 for an aggregate valuation of \$18,646,988, building permits for the first eleven months of 1946 totaled 13,280 for an aggregate valuation of \$44,438,074.

Bank clearings totaled \$1,419,000,000 in 1922 as against \$7,844,000,000 for the first eleven months of 1946. Bank debits



IN 1922, when first issue of DALLAS came off the press in the early-day shop of Johnston Printing & Advertising Company at 1808 Jackson, pictured at bottom, Emil L. Borak, left, was foreman of the composing room. Today he is vice president in charge of production in the modern Johnston plant at 1901 McKinney.





amounted to \$1,867,000,000 in 1922 as compared with \$7,702,000,000 for the first eleven months of 1946. Bank deposits totaled \$117,000,000 on December 31, 1922, as against \$912,000,000 on September 30, 1946.

It was also in 1922 that the Publicity Committee of the Dallas Chamber of Commerce, with J. Howard Payne as chairman, adopted the slogan for the city: "Dallas, Where Men Are Looking Forward." It was given prominence for a time but other slogans have been advanced and used, a popular one with the Chamber today being: "Dallas, the City With the Charm of Yesterday and the Spirit of Tomorrow."

It was during the presidency of Frank M. Smith, who headed the Dallas Chamber in the years 1921 to 1923, that the Publicity Committee advocated the starting of a magazine to make the Chamber articulate. The plan was approved by the organization's board of directors.

When the first issue had come off the press, the editor did not know whether the magazine's sponsors had "laid an egg" or launched a publication destined to live and serve. But letters of commendation began to arrive and lend encouragement. The final test, of course, for a magazine destined to be self-sustaining is advertising. At the start the editor assisted in the soliciting of advertising. While the advertisers did not ask to trade eggs or other commodities for space, as is the case with some rural publications, the advertising value of the untried publication was nevertheless questioned by many. But in twenty-five years DALLAS

has not missed an issue. It has weathered troughs of depression and ridden waves of prosperity. This sea-worthy editorial craft has grown from a magazine of 28 pages in 1922 to 96 pages in the current issue. Its worth as an advertising medium has been established by long years of service.

The magazine has had the same name throughout the years except for the period from 1935 until 1939 when it was called SOUTHWEST BUSINESS for the time it served as an official organ for the Texas Centennial Central Exposition in Dallas and the Greater Pan-American Exposition.

The original editor of DALLAS served in that capacity until the January, 1926, issue, at which time he was succeeded as editor by his assistant, M. L. Bohan, who is now counsel for economic affairs for the American embassy in Mexico City. This was the original editor's last contact with the magazine, as he was transferred to other departments of the Chamber, until the December, 1943, issue when he again had the privilege of getting out one issue during the period of a temporary vacancy in that department.

Editors who have served since Mr. Bohan have been E. C. (Gene) Wallis, who died in 1943; Clyde V. Wallis, his brother, who is now vice president of the Mercantile National Bank; Andrew W. DeShong, currently manager of the industrial department of the Dallas Chamber; James F. Chambers, Jr., now managing editor of the "Dallas Times Herald;" Herbert DeShong, brother of Andy DeShong, who is acting manager of the Dallas regional office of the National

Association of Manufacturers; and Gordon C. Brown, today with the public relations division of the Rogers and Smith Advertising Agency of Dallas.

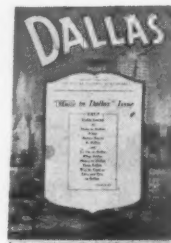
DALLAS' current editor is Clifton Blackmon, the Dallas Chamber's director of publicity, who assumed the editorship with the January, 1944, issue.

DALLAS has had only four advertising managers during its quarter of a century of publication: Mr. Bohan; Earl Y. Bateman, who is currently on the sales staff of the West Disinfecting Company; Ed Floyd, who died in 1945; and Thomas J. McHale, who became advertising manager with the December, 1945, issue.

After 25 years of service, DALLAS is as sound as its name. Later editors of the magazine have done such a good job that the publication has frequently been given awards of merit in its field by various organizations. At the 1946 annual convention of the Southwestern Association of Industrial Editors in Tulsa, DALLAS won for the second successive year SAIE's top editorial award for all-round effectiveness in appearance,

editorial quality, and appropriateness to purpose. In addition to this recognition in 1945, DALLAS was also judged winner of the Suzanne Jester Memorial Award for the best article of the year published by magazines in SAIE's 25-state area. Among other awards, DALLAS has received several citations from the American Red Cross for editorial contribution to its fund-raising campaigns.

A major value of DALLAS is to be found in its service in preserving in permanent form a record of the personnel and accomplishments of the various committees and divisions of the Dallas Chamber. By saving and binding his copies of DALLAS, each member would have a rather complete picture of the organized city-building efforts of the Dallas Chamber and the part he has had in the various activities. Many members send their copies to friends or business acquaintances in other cities, and reports indicate that this has been responsible for many new citizens coming to Dallas.



FIRST ISSUES OF DALLAS went into the mail in 1922 under the guidance of Mrs. Margaret Mann, boss of the mailing room of the Dallas Chamber of Commerce, who is one of three members of the present staff who were on the job when the magazine was launched. Mrs. Mann is pictured cutting an address stencil for a new reader as she prepares to mail out the silver anniversary issue of DALLAS.





TRANSPORTATION CHIEF of the Dallas Chamber of Commerce and oldest staff member in point of service, Sam Goodstein has provided considerable traffic data for the use of DALLAS' editors during the magazine's quarter of a century of publication. Mr. Goodstein, whose service with the Dallas Chamber began as secretary to the transportation department manager and extends over a period of some 36 years, is pictured preparing a review of his department's activities for the recent annual report edition of DALLAS.

Headlines of 1922

News stories of DALLAS' birth month—January, 1922—reported these interesting facts, figures, and events:

The Welcome Committee of the Chamber of Commerce plans second annual convention of the Texas Farm Bureau Federation January 3.

Fifth season of the Dallas Symphony Orchestra assured, says Director Walter J. Fried. Fifty business establishments underwrite it.

Mayor J. Sawnie Aldredge proclaims a No Accident, No Fire Week for Dallas in cooperation with the Dallas Chamber of Commerce and Dallas Safety Council.

Dallas County highway program for 277 miles of improved highways under way, with 35 miles completed.

Present average of 18 cents and 19 cents a pound for middling cotton in the country declared still high.

Gypsy Smith, Jr., holds a revival at the City Temple Presbyterian Church.

First Dallas city attorney, Captain John M. McCoy, who wrote first charter of Dallas in 1871, dies.

About the Author

DALLAS' first editor, Z. E. Black, native Texan, has been a member of the staff of the Dallas Chamber of Commerce since 1918. A former newspaperman, Mr. Black had served as secretary of the Chambers of Commerce at Haskell and Plainview before joining the Dallas Chamber as publicity director.

It was in this capacity that he became the first editor of DALLAS. He doffed the editorial toga shortly after taking over the managership of the Convention Department and the secretaryship of the Dallas Retail Merchants' Association in 1924, handling the two departments until

1940, when a full-time secretary for the retail division was appointed.

Having continued in the convention capacity, Mr. Black is the dean in Texas of Chamber convention department managers. He boasts one of the longest terms of service in the nation as a convention-getter, a record that has contributed much to Dallas' reputation as one of the country's leading convention cities. During his 28 years with the Dallas Chamber, he has doubled on various other jobs such as building superintendent, assistant manager, and acting manager.

He is also secretary of the Agricultural Committee of the Dallas Chamber and secretary of the Dallas Agricultural Club. His hobbies are gardening and fishing.

Cotton market off \$5 a bale.

Plans to build levees for Trinity River endorsed by City Planning Commission.

John T. Orr is re-elected to third year as president of Texas Farm Bureau.

Work starts on new \$50,000 baseball park at Central, Edgewood, Harwood, and Cooper Streets.

"Talk of a coal strike is 'premature'," says James Lord, chief of the mining division of the American Federation of Labor in Washington.

Dallas is reported to lead state in number of automobiles, 33,267 in 1921.

North Texas Interscholastic League is launched in Dallas.

Body of John W. Low, first Dallas soldier killed in World War I, is returned to Dallas for burial.

Ku Klux Klan members, 1,300 strong, march from courthouse up Main Street, as Klan executive secretary from Atlanta visits Dallas.

Building permits pass \$2,000,000 third week in January, forecasting record year for 1922.

City Department of safety is urged for Dallas by S. H. Reid of the Bureau of Safety, Chicago.

Attendance of 2,400 forecast for convention in Dallas of Texas Hardware and Implement Dealers' Association.

Betty Blythe stars in the "Queen of Sheba" at the Washington Theater, and Rudolph Valentino in "Camille" at the Palace.

Opening of new \$80,000 North Dallas High School is scheduled for February.

American Legion sponsors automobile races at Fair Park.

Dallas Automobile Club located at Chamber of Commerce with Ewing S. Moseley as manager.

Work gets under way on new electric interurban railway to Terrell at estimated cost of \$1,000,000, giving Dallas 17 steam and electric railway outlets.

Excavation finished for new First Methodist Church at Ross and Harwood to cost \$1,000,000.

John W. Philp takes office as postmaster at Dallas, succeeding R. M. Burger.

Spring market season of the wholesale merchants' department of the Dallas Chamber of Commerce is ushered in with an elaborate style pageant at the Majestic Theater, with Miss Estella Moore presiding as Queen of Fashion.

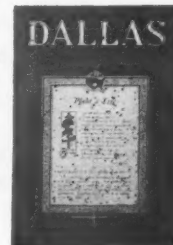
Pittsburgh Plate Glass Company purchases 193 by 155-foot site at Horton and Canton for erection of a warehouse with approximately 100,000 square feet of floor space.

A. Harris & Company announces a plan of free parking space for patrons.

Dallas Chamber of Commerce is presented with a framed photograph of the membership of the Dallas Male Chorus.

Contracts are let by the County Commissioners for the Irving-Coppell highway, at an estimated cost of \$300,000.

At annual meeting of the retail merchants' department of the Dallas Chamber of Commerce, a committee consisting of Z. E. Marvin, chairman, and F. F. Florence, T. M. Cullum, and W. H. Wray, is appointed to draft a resolution to Attorney General Daugherty protesting against his assertions that "retailers' profits are unconscionable and retail trade organizations are helping to maintain these prices."



The Dallas Telephone Company

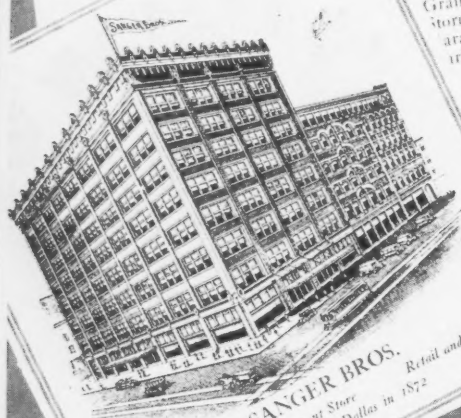
Extends greetings and best wishes for a happy
ple of

USE Wyatt's Line AND PULL FOR PROGRESS

Manufacturers of

Boiler Breechings
Smoke Stacks
Stand D

Well Casing
(Riveted)
Plain and
Perforated
Storm Sewers
Road Culverts
Bridge Floors
Stock Tanks
Grain Tanks
Storm Cellars
Storage
Irrigation Cans



SANGER BROS. Retail and Wholesale
Southwest's Largest Department Store
Established in Dallas in 1872

WYATT METAL & BOILER WORKS
Dallas, Texas

Great Southern Life Insurance Company

SATISFIED POLICY-

FOR 25 YEARS--
Inseparably linked
with the Industrial
Growth of not only
DALLAS
But the Entire
SOUTHWEST

Machinery
Supplies
Equipment
Repair Parts
For Every Place
That Machinery
Is Used
Including
The Oil Fields

WRITE—WIRE—PHONE

Briggs-Weaver Machinery Company

For 25 Years
"The House of Service"
Dallas



DALLAS
FT. WORTH
HOUSTON
SAN ANTONIO

Locations in the Southwest

WE are prepared to furnish you efficient real estate service on every City in the Southwest—sending a white print of the downtown section and quoting all available locations.

We operate in Dallas, Fort Worth, Houston, San Antonio, Waco, Beaumont, El Paso, Oklahoma City, Tulsa, Little Rock, and Shreveport.

McNENY & McNENY
Realtors
SPECIALISTS IN BUSINESS PROPERTY
DALLAS

LARGEST MANUFACTURERS OF Plate Glass IN THE WORLD

OPERATING WAREHOUSES IN ALL PRINCIPAL CITIES CARRYING A FULL LINE OF

Plate, Window and Art Glass
Mirrors

Patton's Sun-Proof Paints
Pittsairn Varnishes

R. K. Brushes
Wall Board

Sundries
Roofing

growth and maintenance to its very extensive past few years.

Institutions have located in Dallas has dependable electric material in locating many of this is particularly true of those for the economy and efficiency over purposes, has been clearly and

a city can progress only so fast as its many is able to develop. has been helped in its going forward by service for both domestic and industrial

DALLAS POWER & LIGHT COMPANY

west

effi-
very
ite
t-

D A L

ST

ES

er a
ndust
llas

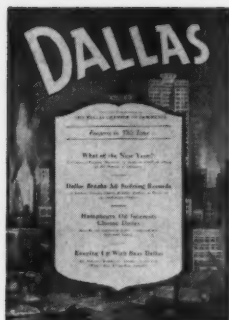
maintain
extensive

located in
ble elec-
many of
of those
iciency
ly and

as its

by
ial

T



Dallas' Ad Pages Record Progress from Early-Day Advertising Technique

ADVERTISING was just emerging from the horse-and-buggy stage when the first issue of DALLAS was published twenty-five years ago. A comparison of advertising in DALLAS then and today serves as a striking illustration of the advancement of modern advertising in a quarter century.

The agencies listed today in DALLAS' advertisers' index reflect the growth of Dallas as an advertising center. The smart copy and modern illustrations in DALLAS' advertising pages also reveal the topflight technical ability of Dallas and Southwestern advertising agency personnel. But more than anything else, the old and new pages, placed side by side, point up the progress made in arriving at today's professional treatment and tell their own graphic story of the service rendered by modern advertising agencies to modern business. The men who founded DALLAS and helped publish the early issues of the magazine were among the first in Dallas to sell the value of creative work in connection with printing and bridge the gap between the old and new concept of advertising.

Advertising has made it possible for the Dallas Chamber of Commerce to publish a constantly improving magazine of civic progress every month for a quarter century. The position of DALLAS today as one of the nation's top ranking Chamber of Commerce publications is due not only to editorial excellence but to the high quality of institutional and merchandising copy placed in the magazine by outstanding agencies in Dallas and other metropolitan centers. The development of Dallas as an advertising center has undoubtedly played a large part in the unusual national attention focused on Dallas. The Southwestern leadership enjoyed by Dallas in banking, retail and wholesale trade, the tremendous population gains and industrial expansion, the

development of many relatively small Dallas manufacturers into nationally known institutions, and the dominant position of Dallas in regional distribution clearly indicate the presence of many competent advertising men and women in Dallas business institutions and the ability of Dallas advertising agencies to more than hold their own in helping business to meet the complex problems of modern competition.

A comparison of advertising in DALLAS twenty-five years ago and today also serves to show the varied use of advertising in almost every phase of modern

By Thomas J. McHale

business and the almost universal acceptance of modern advertising agency service. With the possible exception of department stores, some utilities and national manufacturers, most firms of a quarter century ago did not consider advertising essential. Even business men who thoroughly appreciated the part played by advertising in the operations of Henry Ford and William Wrigley contended their business was "different" and did not require advertising expenditures.

The change in business attitude toward advertising expenditures shows up in many ways in a comparison of modern DALLAS with the first issues. In all the advertising carried in the first issue, there was only one half-tone illustration, a few line drawings, and virtually no layout or art work in the modern sense. Straight type told the story. The pages of present-day DALLAS reveal the hand of the trained advertising man telling the story of modern business. Page after page of attractive copy reveals behind-the-scenes teamwork in modern advertising agencies coordinating the work of layout men, artists, and copywriters to produce a graphic message. The wide use of color, halftones, photography, and art work even in small space not only indicates technical advances in engraving, typography, and other allied fields but also shows that business men have learned the dollar value of the best in copy and art work in getting the most benefit from advertising space they buy in publications.

Almost all the firms advertising in the first issue of DALLAS are in business today, most of them in greatly expanded operations. This brings another interesting sidelight from the files of twenty-five years ago on business mortality. Among firms who started business in Dallas twenty-five years ago, a large percentage have failed to survive. While it is not intended that this article be a statistical study, the high rate of survival among firms using advertising is so obvious that it deserves comment, and indicates a very strong relationship between intelligent advertising and business survival.

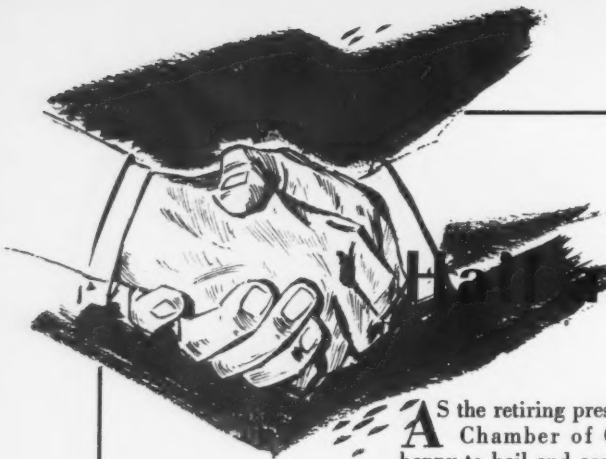
Prominent among the firms advertising in the first issue of DALLAS which are still represented in the publication are: The Dallas Power & Light Company, the Hotel Adolphus, the Great Southern Life Insurance Company, the Lone Star Gas Company, Johnston Printing & Advertising Company, Briggs-Weaver Machinery Company, Texas & Pacific Railway, J. W. Lindsley & Company, Sanger Brothers, Dallas Transfer Company, Kirkpatrick-Thompson Company, Dallas Railway & Terminal Company, J. B. Rucker, Bolanz & Bolanz, and the Pittsburgh Plate Glass Company.

DALLAS begins a second quarter century of service with a greatly expanded group of advertisers. DALLAS has become a forum for outstanding institutional copy from leading banks, railroads, utilities, industries, and other firms as well as a medium of recognized value for small and large business service firms. Together with the graphic editorial presentation in DALLAS this advertising copy collectively gives an overall picture of Greater Dallas and its industrial and business progress. The advertising department of DALLAS is mindful of the service rendered by Dallas advertising agencies in the type of copy furnished DALLAS and the part it has played in building the reputation of the publication.

The type and volume of advertising carried make it possible for DALLAS month after month to tell effectively through graphic presentation of editorial content in combination with advertising the continuing story of Dallas' growth.

(Continued on Page 87)

←
ADVERTISEMENTS appearing in the first issue of DALLAS included those reproduced on the opposite page.



Farewell



B. F. McLain

AS the retiring president of the Dallas Chamber of Commerce, I am happy to hail and acclaim the extremely well qualified new president — D. A. Hulcy. His record of accomplishment in this community assures a highly successful administration.

In this issue of our magazine, Mr. Hulcy, conforming to our established practice, expresses his views on the prospects of the coming year while I sing a swan song of retrospection.

Intimate association for the past four years with the diverse affairs of our local Chamber has developed some strong convictions. They are submitted to the membership in the hope that my successor and our staff may secure even more widespread support than that which has been extended by the business interests in recent years. However, in making this statement, I wish to emphasize my very great appreciation for the fine cooperation we have received from innumerable citizens of Dallas.

Two of the most vivid impressions in the mind of a retiring Chamber president are: One, the average member has little conception of the ramified activities of the organization and, two, the community expects accomplishments out of all proportion to the relatively small amount of money contributed to the Chamber. The business interests of Dallas contribute considerably less than two hundred thousand dollars a year to an organization which it expects to perform innumerable local chores while maintaining national public relations for Dallas. The amazing fact is that the Chamber is able to render a service to all our citizens which is far greater than could be logically expected from its limited budget.

Well informed observers from other states testify to the splendid public relations service rendered to this community by the Chamber and yet it makes little or no effort to publicize its own

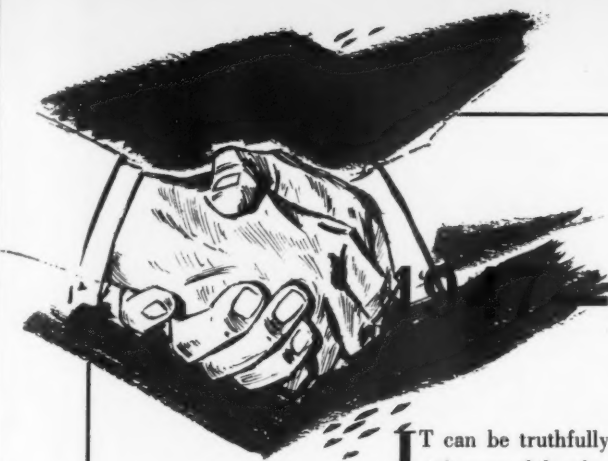
great contribution to our collective welfare. Even active members do not realize the tremendous amount of work involved in such activities as contacting and developing prospects for new industries. In fact, it is the policy of the Chamber to avoid publicity on the details of this phase of its functioning because it is most effective when done on a confidential basis.

The gratifying achievements of the local Chamber are largely the result of the fine teamwork of our paid personnel. Those who are well qualified to judge know that we have one of the best balanced and most effective Chamber staffs in the country. Its members are able and experienced. Its affairs are soundly administered to execute a well-rounded program. A team of capable individuals is never really efficient unless it is molded together in a true spirit of cooperation. The present Dallas staff is extremely well coordinated. Its effectiveness is never impaired by dissension. I make these statements in a spirit of appreciation for the fine support it gave me during my administration. But what is far more important, I feel appreciation as a citizen of Dallas for the splendid service being rendered to our city by the workers at 1101 Commerce. I commend their *esprit de corps* and I admire their high morale.

Our relationship with local, state, and national officials has been most cordial. We have endeavored to cooperate with the many fine organizations which serve Dallas in numerous fields of endeavor. The officers, the directors, the staff, and hundreds of members have assisted in making the presidency of the Chamber an interesting and gratifying experience. I leave this office with a keen desire to extend to all who so generously supported our efforts a very sincere THANK YOU.

B F McLain

RETIRING PRESIDENT, DALLAS CHAMBER OF COMMERCE



A Look Ahead



D. A. HULCY

IT can be truthfully said, despite the triteness of the observation, that 1947 opens with better-than-average prospects for a bright and fruitful year in Dallas.

This is so because happily there are many indications that Dallas' high level of growth in 1946 will not only be projected without interruption into the new year but will be expanded to the point of giving business its most exciting year in the city's history and one of its most favorable in several years for healthy and sound development.

The outlook is promising, indeed, when study is given to various measurements of the present status of this area against the pre-war level. They reveal startling growth, faster in 1946 than in any previous similar period since the founding of the city. Compelling evidence that the outlook is excellent comes additionally from national observers who select the Dallas Southwest to rank with the highest potential growth regions in the nation.

What has happened is that Dallas, emerging from the war, has during the past twelve months quickly picked up the threads of peace-time activity and demonstrated a remarkable capacity for achievement in weaving them again into the unending, ever-changing pattern of Southwestern leadership and progress.

With a vital role in these efforts, the Dallas Chamber of Commerce has experienced one of the busiest and most important years in its history. Never before has more good work been done for Dallas than during the past year under the leadership of President B. F. McLain.

Never has there been so much promise for future progress of the organization in behalf of the city's welfare. Many important projects have been launched and others are in the making, all designed to have an influence on our civic and industrial well-being and to enhance our opportunities. No Chamber of Commerce across the nation has ended the year with a finer record of accomplishment than the Dallas organization.

The opening of 1947 finds the Dallas Chamber of Commerce with the strength, the vision, and the program to meet the challenge of the future for a greater city and a greater area. The incoming officers of the Chamber are fully conscious of the responsibilities thus imposed upon us. We are determined to meet them as the Chamber continues to devote its energies during the next twelve months to the general progress and well-being of Dallas and its citizens.

In pledging the best efforts of officers, directors, and staff, we emphasize the importance of membership cooperation, however, and urge the fullest participation of members in Chamber activity, realizing that the Chamber is fundamentally a collective effort and the degree of its effectiveness bears a direct ratio to the type and extent of membership support.

Let the New Year's resolve of every Chamber member be to have an active part in this unity of effort in 1947—Dallas' year of expanding opportunity.

PRESIDENT, DALLAS CHAMBER OF COMMERCE

1947 Officers

D. A. Hulcy, president of the Lone Star Gas Company, has become the seventeenth president of the Dallas Chamber of Commerce.

Serving his second three-year term as a director, Mr. Hulcy was elevated to the presidency by unanimous approval of the report of the nominating committee when the board, including seven newly elected members, met last month to select officers for the new year.

His term follows the war-time and reconversion services of B. F. McLain, first four-year president in the history of the Dallas Chamber of Commerce.

Directors also chose two new vice presidents and reelected a third to serve with Mr. Hulcy during 1947. The new vice presidents are Austin F. Allen, president of the Texas Employers' Insurance Association and the Employers' Casualty Company, and J. L. Latimer, president of the Magnolia Petroleum Company and the Magnolia Pipe Line Company. They succeeded to vice presidencies held during the year by Holmes Green, secretary-treasurer of W. A. Green Company, and R. G. McCord, general manager of the mail order division of Sears, Roebuck & Company.

The vice president reelected is Clyde L. Stewart, division commercial superintendent of the Southwestern Bell Telephone Company.

The board selected Oscar C. Bruce, vice president of the Republic National Bank, for the post of treasurer, and continued George Waverley Briggs, vice president and trust officer of the First National Bank, as national counselor. Mr. Bruce succeeds Eugene McElvaney, vice president of the First National Bank.

The slate of officers approved by the directors was submitted by a nominating committee, of which James K. Wilson was chairman. Serving with Mr. Wilson were W. J. Brown and W. B. Clayton.

The seven new directors, chosen during membership balloting by mail and an-

nounced at the annual meeting last month of the Dallas Chamber, are: W. J. Brown, president of Titcher-Goettinger Company; Ira McColister, McColister Chevrolet Company; Charles R. Moore, president of the Austin Bridge Company; Peyton L. Townsend, president of the Metropolitan Building & Loan Association; W. G. Vollmer, president of the Texas & Pacific Railway; Earle Wyatt, president of the Wyatt Food Stores; and Mr. Latimer.

The new board members succeed Henry E. English, Sproles-Red Ball Lines; Holmes Green, W. A. Green Company; D. A. Little, Magnolia Petroleum Company; R. G. McCord, Sears, Roebuck & Company; Harry S. Moss, H. S. Moss Petroleum Company; Lawrence S. Pollock, Pollock Paper & Box Company; and William H. Wildes, Republic Natural Gas Company.

In accepting the presidency, Mr. Hulcy paid tribute at the board session to Mr. McLain's leadership of the Dallas Chamber and pledged his best efforts in seeking to perpetuate the record made by the

organization during Mr. McLain's administration.

"Any man should be honored to be chosen president of the Dallas Chamber of Commerce, and I am most appreciative of the confidence placed in me," said Mr. Hulcy.

Mr. McLain, who is general manager of the Hart Furniture Company, will continue on the Chamber board ex officio as retiring president. Twice elected to three-year terms as director, he piloted the Chamber through three war years and then was drafted for a fourth term for the 1946 reconversion year.

Acclaiming the election of Mr. Hulcy as leadership for progress, "The Dallas Morning News" commented editorially:

"Directors of the Dallas Chamber of Commerce have acted wisely in elevating to the presidency of their alert organization D. A. Hulcy, head of the Lone Star Gas Company. Mr. Hulcy, whose term will follow the four-year war-time and reconversion services of B. F. McLain, has outstanding qualifications for his new



D. A. HULCY



AUSTIN F. ALLEN



CLYDE L. STEWART



J. L. LATIMER

post. In addition to the ability shown in his own business field, he has given evidence of strong civic interests in his work as a Chamber of Commerce director and in his connections with the War Chest, the Council of Social Agencies, the Boy Scouts, the Red Cross, Parkland Hospital, and the Dallas Citizens' Council.

"Dallas has had a remarkable growth in the war and reconversion periods, and for this the Chamber of Commerce deserves much of the credit. The outlook for continued post-war growth is good. But industrial expansion inevitably brings new problems in the sometimes difficult relationships between management and labor. In its part in the handling of such problems, the Chamber of Commerce needs leaders with minds broad and open enough to understand and deal with conflicting points of view. Mr. Hulcy, fortunately, has shown that he possesses this important qualification."

Hailing the new Chamber presi-

(Continued on Page 71)



GEORGE WAVERLEY BRIGGS



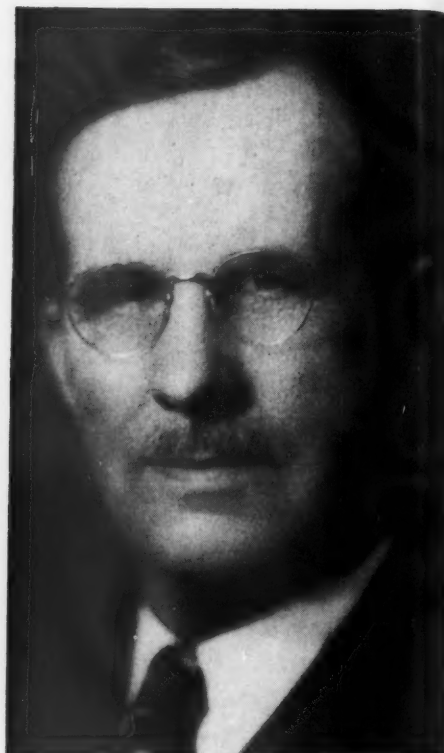
OSCAR C. BRUCE



W. J. BROWN



IRA L. McCOLISTER



CHARLES R. MOORE

NEW DIRECTORS



W. G. VOLLMER



EARLE WYATT



PEYTON L. TOWNSEND

★

★

**A Great magazine, for
a Great city, in
a Great state**

Congratulations to the Dallas Magazine on its 25th anniversary. In reporting the growth of Dallas during the past quarter century, you have furnished an inspiration for the further progress of the City . . . and a challenge to the great Southwest.

The Great Southern, organized 12 years before the beginning of the Dallas Magazine, has actively contributed to the growth and prosperity of Texas and the Southwest during all these 37 years.

This progress has been achieved by our common interest . . . to further the economic worth of our institutions and the financial well-being of our people.

GREAT SOUTHERN

Life

INSURANCE COMPANY

HOME OFFICE

HOUSTON, TEXAS

FOUNDATIONS OF *freedom*

THESE are tremendous and exciting times in which we live, with historic events and developments crowding in upon us in a seemingly endless array. We are forever being tossed between hope and discouragement, confidence and apprehension, optimism and pessimism, as the struggles that encompass a world emerging from the greatest holocaust of all time veer first to the right and then to the left.

Today Mr. Molotov will; tomorrow Mr. Molotov will not. Today Mr. Truman does; tomorrow does not. Today Mr. Lewis speaks; tomorrow speaks not. Today Messieurs Murray, Reuther, Wallace, et al., shout and scream; tomorrow they are silent. All this leaves most of us as tense as those persons who saw or heard the last quarter of last season's Army-Navy football game, and causes us to wonder when, if ever, life will settle down into the even tenor of its way and the future will be reasonably predictable and the course of life assured, so that we can have a sense, at least, of knowing where we are going and how we are going to get there.

Obviously what civilization now wants, needs, desires, and longs for is peace and order, but what we have is strife and turmoil, the harassing confusion of conflicting sounds, movements, and thoughts.

One naturally speculates as to what is the cause of all this turbulence in life. Some are inclined to blame the war for it. Others blame the alleged injustices of the social and economic system. Still others contend it is due to the gross materialism of the times and the breakdown of religious and moral restraints, and so on through a long list of various reasons.

Admittedly it is difficult for anyone to judge the significance of the present with the accuracy permitted by the perspective of historical appraisal, but I for one believe that the basic course for our troublous times goes far deeper than wars, and social, economic, and moral derelictions. These rather are the manifestations of the underlying disturbance, the effects rather than the cause. It is the shaking of the foundations that is causing the cracking and dislocations of the superstructure and the foundations in the present instances are, in my humble judgment, the foundations of freedom.

If the history of the human race on this planet teaches anything, it teaches that over and above all else, through all the ages, man has pursued with amazing tenacity the quest for freedom. Time and again he has lost the trail or for years on end been frustrated or defeated in his search, but always eventually he has emerged to carry on anew the long and tedious struggle to be free, and to organize the form and content of his society and life to that end.

Slowly but surely, over the centuries, and particularly among the English speaking peoples, he has won a good measure of political freedom, religious

By J. Penfield Seiberling

freedom, economic freedom, social freedom, and intellectual freedom. But still today, in much of the world, these freedoms are either non-existent or of small proportions, and over them all hangs the ominous threat of active counter ideas that are the antithesis of all that we know and cherish as freedom.

Here at home the principles and tenets of freedom have been and are being assailed and attacked as never before in our nation's history. In some instances, the cause of freedom has been given serious setbacks that have jarred it to its very foundations, but it is only very recently that a majority of the American public has given evidence of being aware of that fact and indicated serious concern with regard to it.

Is it any wonder that at a recent conference composed of eminent scientists of world-wide fame, held at Princeton University in honor of Princeton's bicentenary, in discussing the relationship of freedom in science to human values, M. Polanyi of the University of Manchester, England, should say: "The value that men attach to freedom has plunged within our generation into a deep dive from which it is only now climbing out again"?

One may well ask at this juncture: "Well, if that is so, how does it square with the view that historically man has

sought above all else to be free?" The dilemma, I assure you, is more apparent than real, for the answer is found in the conflicting nature of man's being.

From the biologist's point of view, man is an animal, the product of natural phenomena and subject to natural laws. As an animal-creature of nature he is possessed of many of the characteristics of most animals, not the least of which is the instinct of self-preservation and the urge to survive. One has only to be in a crowded theater or night club when a flash fire takes place to see the biological view of man manifested on all sides. Thus it is that when the animal-man becomes frightened, whether by fire or economic depressions, he discards reason and discretion and grabs for anything or anybody that would seem to satisfy his animal instinct for survival. It is then that his desire for freedom "plunges into a deep dive" and that which assumes principal value for him is that illusory non-existent status known as security, for after all security is only a state of mind. In this temporal world and mortal life nothing material is changeless or secure. But for animal-man in panic, security becomes the great desirable, not freedom. As the instinct of self-preservation once caused a king to cry out: "A horse, a horse — my kingdom for a horse," so freedom-loving man in dire distress will often choose to trade his priceless freedom for alleged security, irrespective of the pertinent observation of Benjamin Franklin that in doing so he would doubtless lose both.

What did the liberty-loving people of England do, when at the end of the war they became fearful of the ability of British industry to compete successfully in the post-war world markets, upon which industry depends their livelihood? They voted to reject the appeal of their greatest leader, Winston Churchill, for a return to free enterprise and the ways of freedom, and chose, instead, to dispense with such and pursue the alleged security of socialism with its regimented nationalized economy.

The freedom-loving French and Belgians with their economy wrecked and governments weakened are perilously close to adopting the regimented enslavement of communism. Only the authority and supreme influence of the Catholic

EDITOR'S NOTE: Presented on this and succeeding pages is the address of J. Penfield Seiberling, president of the Seiberling Rubber Company, before the annual meeting of the Dallas Chamber of Commerce last month at the Baker Hotel.



—Photographs by Thomas K. Cone, Jr.

SCENES AT ANNUAL DINNER of Dallas Chamber of Commerce show, left to right: (1) W. B. Clayton, Henry E. English, and Harry S. Moss; (2) Arthur A. Everts, who pronounced the invocation, and R. G. McCord, Austin F. Allen, and O. S. Boggess; (3) some of the more than 500 who attended, including W. M. Holland, Dan C. Williams, Louis Charninsky, W. J. Brown, C. A. Tatum, Leslie Burford, and Hugh B. Parris; (4) W. R. Burns, Milton Brown, and Holmes Green; (5) Lawrence S. Pollock, James K. Wilson, and Eugene McElvaney; (6) Clyde L. Stewart, B. F. McLain, and J. P. Seiberling; and (7) D. Hodson Lewis, J. C. Tennison, J. B. Orand, and Fred F. Florence.

Church is holding Italy from the regimentation of communism as the people suffer for want of coal, clothing, and food.

Sometimes one wonders whether in this blessed land of ours, where bountiful harvests prevail and the capacity to

produce goods and services exists in overwhelming abundance, the communists, socialists, union leaders, and all those who would gain power through adoption of a regimented enslaved society, knowing that animal-man tends to trade freedom for alleged security in

fearful times, are not now doing all they can to promote a first-class depression under the guise of trying to prevent one.

Certainly, the record since V-J day would seem to indicate that very thing, assuming that the leaders of the communists, socialists, and trade unions are reasonably intelligent men. As such they surely knew that our immediate post-war problem was bound to be inflation rather than deflation; yet every program they sold the Truman administration was inflationary in character, even the contin-

★

We Reaffirm our Belief in "Dallas"

When "Dallas," the magazine, was projected just twenty-five years ago, we were as confident of its success as we then were of the future greatness of Dallas, the city.

Whatever we may have done in sponsoring and printing the first issues of "Dallas" has been repaid in the satisfaction that we were "right" in our belief in our city, in its Chamber of Commerce, and in its magazine.

And we feel that we are "right" again as "Dallas" begins its second quarter-century. We confidently reaffirm our belief in its continued growth and service to progressive business.

As our city has progressed, so has this institution expanded its facilities for fine printing. Today we repeat from our advertisement in the first issue of "Dallas."

"New Business Enterprises that expect to grow, as well as Old Institutions that want to keep growing, find the services of this organization highly valuable..."

Johnston

PRINTING AND ADVERTISING COMPANY

McKinney Avenue at St. Paul



Above is shown entrance to the Johnstone Graphic Arts Building, 1901 McKinney. Left, the old Johnstone plant at 1808 Jackson Street where the first issue of "Dallas" was printed.



uance of price control, which drove goods and services into the black market and frustrated the normal operations of free enterprise. They must have known that the best way for offsetting an overabundance of money was to produce an overabundance of goods and services, yet they insisted on shortening the work-week, limiting the man-hour output per worker, and stopping the flow of materials by encouraging and promoting strikes and work-stoppages in endless number, many like the coal, steel, and railroad strikes being of crippling proportions to the whole economy. A Government report just released shows what a grand job they have done in blocking reconversion and helping to increase inflation. The report shows that in 1946 strikes will establish a new, all-time record, with a ten-month showing to date of a loss of 102,525,000 man-days of production accounted for by strike idleness against 38,025,000 man-days loss in the whole of 1945. That is pretty good accomplishment in any freedom-wrecker's language.

I presume that Comrade Stalin feels that Walter Reuther should be entitled to special commendation for his ability to close General Motors for four months on his propositions of novel economic humbug that wages should be based on "ability to pay" and that without increasing production you can raise wages without raising costs, and thereby create increased purchasing power to sustain prosperity.

Philip Murray also is doing yeoman service to the cause of destroying freedom by passing pious resolutions condemning communism and then screaming from the housetops that excellent communist doctrine deploring the existence of profits, even though I am sure he is intelligent enough to know that profits are the lifeblood of a free-enterprise economy and that without profits there would be no improvement in working conditions, no corporations, and no jobs.

Petrillo, Curran, Bridges, and many others have all done their stint in behalf of the cause of inflation and boom and bust, but the king of them all, as wreckers of a free economy, is dramatist John L. Lewis, who is now endeavoring to show the workingman that even the courts of the land and the great Government of the United States can be pushed around with impunity, and thereby hasten the breakdown of whatever respect for lawful authority is left in the land, let alone insure that the economy will be

brought to a near halt and the inflationary lid be blown skyhigh.

Not satisfied with the chaos created in the fore-part of this year, which accomplished nothing except to stall reconversion, increase the cost of living, and lower the standard of living for everyone, the big union bosses are now setting the stage for round two, which is sure to produce exactly the same result, only this time drive the cost of living so high as to price goods out of the market, bring on buyers' strikes, decreasing consumption, decreasing production, layoffs, and at long last, depression.

The tip-off that such an end is fully intended is New Dealer C.I.O. favorite, Henry Wallace's studied attempts to convince the American people that the reactionary policies of the conservative Republican party are sure to bring on a depression, thus placing him, and the C.I.O.-P.A.C., and all who favor a socialized, regimented economy in an excellent position to go to the American people in 1948 and say: "See, we told you so in 1946 but you wouldn't listen to us then. Now if you've had enough of free enterprise with its depressions and starvation of the workingman and minority groups—if you've had enough of suffering—give us liberals who love you dearly a mandate so we can effect real controls of predatory wealth and provide you with full employment at shorter hours and higher pay, and furnish you with cradle to the grave security and social justice for the common man, irrespective of color, race or creed."

Well, I, too, want to go on record here and now as telling the American workingman the truth, the whole truth and nothing but the truth, namely, that the only way you can beat inflation, can lower the cost of living, increase the standard of living, and avoid depression is to lower the cost of production by producing more per hour, at the same hourly wage, and thereby effect a lowering of the cost of production and a consequent reduction in the price of goods. As costs go down and prices go down, the cost of living goes down and the standard of living rises. As the standard of living rises everyone benefits, the workingman most of all. As the standard of living rises, full employment is assured and depressions are non-existent. I go on record as telling you now that your leadership has not chosen to tell you those simple truths; that your union leadership, by leading you to fight for more pay for less production, is deliberately and knowingly leading you into

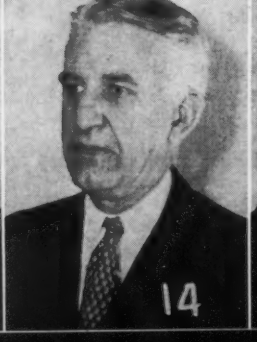
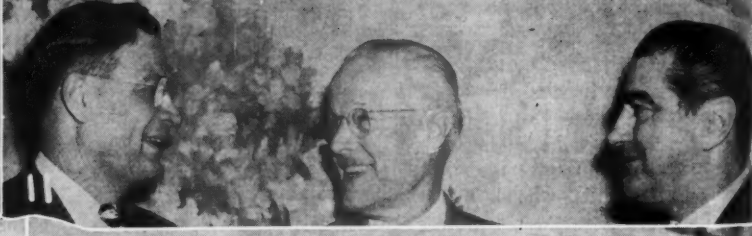
an economy of higher cost of production, higher cost of living, and lower standard of living, and in the end into a major depression with mass unemployment and all the rest. I go on record as telling you now that when the depression comes it will not bear the impress of the name Republican, but instead will bear the label "Union Made." I go on record as telling you now that I surmise why this shall be so is because your union leaders and so-called liberal friends want a depression, knowing that in times of fearful distress your instinct of self-preservation asserts itself most acutely, thereby enabling them the more easily to persuade you to trade some more of your precious freedom for their promises of alleged security, and in so doing permit them to tighten further their control and power over your lives through extension of un-American socialistic and communistic doctrine, enforced by the coercive methods of union autocrats and Government bureaucrats.

If the biological view of man were the whole story, one might easily despair of the growth and development of freedom. Certainly in the natural world with its ruthless laws of "natural selection" and "survival of the fit," where "might is right," and the big fish eat the little fish, freedom to live and have one's being is non-existent. Each creature in turn is either the prey or the preyor. Biologically viewed, the concept of freedom in natural life is an abnormal doctrine that conflicts with the workings of natural law. For those who think that freedom is a part of the normal natural order like wind and rain, and therefore indestructible and assured, it is important to realize that such is not the case.

The fact is that the unnatural and abnormal doctrine of man's right to be free springs largely from the revolutionary concept advanced over nineteen centuries ago by Jesus Christ who preached that man is more than an animal, that he is a child of the Eternal God, the Father, possessing an indestructible, immortal individuality, called the soul, and that as such he was of infinite concern to the Almighty Creator of Heaven and Earth, and the Majesty of the Universe as we know it. Christ went about preaching to all who would listen, to the rich and the poor, the strong and the weak, the well and the sick, the doctrine of the independent worth of each in the eyes of God, and the right of each to know the truth, the truth that would make them free.

I wish that this occasion permitted the

(Continued on Page 88)



Manufacturers Announce Five New Directors

NEW officers of the Dallas Manufacturers' and Wholesalers' Association, a division of the Dallas Chamber of Commerce, will be chosen early in January when directors meet to set in motion their work program for the new year.

The board will include five new members, elected for three-year terms during balloting by mail and announced at the association's annual membership dinner last month at the Plantation. They are: Charles T. (Choc) Ellis, general sales manager of the Schoellkopf Company; Lawrence B. Jones, secretary-treasurer of Mosher Steel Company; S. H. Lynch, president of S. H. Lynch and Company, John E. Mitchell, Jr., president of John E. Mitchell Company; and Wesley F. Wright, general manager of the Dallas division of the Lone Star Gas Company.

The new board members succeed Sam Berger, head of Berger Millinery Company; W. W. Finlay, executive vice president and general manager of the Guiberson Corporation; Frank Kidd, secretary-treasurer of the Graham-Brown Shoe Company; Dewey L. Smallwood, head of Smallwood Manufacturing Company; and Harold M. Young, general manager of the industrial supply department and director of public relations for the Murray Company.

Pictured on the opposite page are the new association directors and scenes at the Plantation party, showing, left to right: (1) George H. T aylor and L. J. Lissauer; (2) Miss Elizabeth Cleveland, Miss Gertrude Downey, Miss Dorothy Musselman, and Miss Shirley Mayer; (3) Mr. and Mrs. George F. Pierce; (4) Mrs. William S. Henson, Mr. and Mrs. Charles T. Ellis, and Mr. Henson; (5) W. C. Ballow and Frank G. Love, Sr.; (6) Clifton Blackmon, Leland S. Dupree, and J. Ben Critz; (7) Mr. and Mrs. W. F. Bauman and Mr. and Mrs. A. Chad Ogden; (8) Lawrence B. Jones; (9) Mr. and Mrs. Charles W. Nolen and Mr. and Mrs. B. F. McLain; (10) Harold G. Cole, Jack Gould, Mell Brin, and Morris Freedman; (11) Gordon Edwards, Mark Hannon, and Henry E. English; (12) S. H. Lynch; (13) Wesley F. Wright; (14) John E. Mitchell, Jr., and (15) Dewey L. Smallwood, Mrs. Annabel Hoyt, and Charles A. Moore.

—Photographs by Thomas K. Cone, Jr.

We Never Let a Customer Down!

For Twenty-Eight Years we have maintained a Single Standard of Service—We Have Never Let a Customer Down.

Through war and peace—Through periods of Depression and Prosperity—We have Maintained the Same Standards of Performance.

Time and Again During the War Years—Members of our organization — many who have served upwards of ten, fifteen and twenty years—demonstrated their loyalty by working nights and Sundays to take care of our customers.

Today—As Twenty-Five Years Ago—We hold to this Single Standard of Service—providing the best and most modern letter service for business firms and organizations.

CREATIVE

In our creative department we plan and prepare every form of Direct Mail—advertising—folders—sales letters—booklets—or a complete mail campaign.

LISTS

Through the years we have built up a list department second to none in the Southwest. This includes every kind and classification. The right list eliminates waste and returns.

PRODUCTION

The tradition of our production department is—Constant Improvement. We have constantly kept pace with improved production methods. As new technical advances are made—we will be among the first to use them.

COMMERCIAL PRINTING and LETTER SERVICE Co.

W. Marion Newman, President

313 N. AKARD

... DALLAS ...

PHONE C-8168

OIL

Dallas Headquarters for New National Committee; Chamber Host at Dinner

OIL was top news in DALLAS' first issue in January, 1922.

Last month as the magazine's editors prepared copy for the silver anniversary issue, oil was continuing to make the headlines for DALLAS.

Big name in oil spotlighted in the initial issue was Colonel A. E. Humphreys, developer of the Mexia fields and famed as the original king of the wildcatters. A lead article was his announcement that the Humphreys interests were locating their general offices in Dallas, having closed leases for approximately half of the thirteenth floor of the Great Southern Life Building (now Kirby Building) and for half of the tenth floor of the Insurance Building (now Southland Life Annex).

Other big names in oil are spotlighted in this issue, which pictures some of the petroleum personalities who gathered in Dallas, long since oil capital of the Southwest, for last month's meeting of the Interstate Oil Compact Commission.

Major oil news of the month also included the announcement of the organization of the National Oil and Gas Committee, with Dallas selected as headquarters. Formed to foster the general interests of the oil and gas industry and particularly to keep abreast of developments relating to the Federal Natural Gas Act and the gas investigations recently concluded by the Federal Power Commission, the committee expects to hold its first general meeting in Dallas the middle of January.

SCENES at Dallas meeting of Interstate Oil Compact Commission picture: (1) R. L. Thornton, president, Mercantile National Bank, principal speaker at Chamber of Commerce dinner, and Mrs. John J. Dempsey, wife of the governor of New Mexico; (2) Carl A. Young, Dallas, secretary of the division of production, American Petroleum Institute; (3) Martin A. Row, Sun Oil Company, Dallas; (4) W. J. Holway, Oklahoma City, Oklahoma representative on commission; (5) Judge Warwick M. Downing, Denver, one of commission's founders and Colorado representative; (6) Harry S. Moss, Dallas oil operator and retiring director, Dallas Chamber; (7) O. C. Bailey, El Dorado, chairman of the Arkansas Oil and Gas Commission; (8) Grady H. Vaughn, Dallas oil operator; (9) John P. Morgan, Dallas, tax attorney, Sun Oil Company; (10) Jeff Robertson, Topeka, chairman of the Kansas Corporation Commission; (11) F. R. Frye, Lansing, petroleum engineer, Geological Survey Division, Department of Conservation, Michigan.

—Photographs by Thomas K. Cone, Jr.

DALLAS • JANUARY, 1947



Dallas members of the committee include W. H. Wildes, Wallace Hawkins, D. A. Hulcy, and Grady Vaughn, Jr. Co-chairmen of the committee are Major B. A. Hardey of Shreveport, La., and Joseph Bowes of Tulsa, Okla. An executive committee named to serve with the co-chairmen between meetings of the full committee includes Mr. Hulcy. A legal subcommittee has been appointed with Marshall Newcomb of Dallas as chairman. Officials of leading petroleum associations organizing the committee include Jake I. Hamon of Dallas, vice president of the American Petroleum Institute.

"The oil and gas industry throughout the nation has become very much alarmed concerning the action of the Federal Commission under the Natural Gas Act and court decisions pertaining to such action," the committee's co-chairmen pointed out. "These threaten to place producing and gathering operations on a public utility status and likewise threaten to control the use to which gas is put."

The Dallas Chamber of Commerce was host at a dinner when the Interstate Oil Compact Commission returned for its winter meeting to Dallas, where the commission was organized in 1935, dedicated to the conservation of petroleum resources. Sidney Latham, Hunt Oil Company, who is currently the Texas representative on the commission, was in charge of local arrangements for the meeting.

Location of his headquarters in Dallas in 1922 by Colonel Humphreys served to intensify the efforts of the Dallas Chamber of Commerce in the promotion of Dallas as a logical operating base for oil interests in the Southwestern fields. Since that time the East Texas field has been developed, and today Dallas is the center for a northeast Texas petroleum industry, comprising operations in 37 counties, whose total payroll exceeds \$63,000,000 annually, it is revealed by data compiled by the Texas Mid-Continent Oil & Gas Association. A total of 23,469 workers was reported by the association to be receiving their income today from oil operations in the northeast Texas area, with a total of 82,142, including families of employees, depending upon the industry for their livelihood.

PERSONALITIES at meeting of Interstate Oil Compact Commission also included (12) Governor Coke R. Stevenson of Texas; (13) W. O. Reed, who is due to be elected Speaker of the House of the Texas Legislature when it convenes this month; (14) Governor Andrew F. Schoeppel of Kansas; (15) Brad Mills, Dallas, executive vice president of the American Association of Oilwell Drilling Contractors; (16) Governor John J. Dempsey of New Mexico; (17) North Bigbee, public relations director, Texas Mid-Continent Oil and Gas Association, Dallas; (18) W. D. McBee, Dallas drilling contractor and operator, who arranged the entertainment for the commission meeting; (19) Jake I. Hamon, vice chairman of the Oil Committee of the Dallas Chamber and new vice president of the division of production of the American Petroleum Institute; (20) Ray E. Hubbard, Dallas oil operator; (21) Hiram M. Daw, Roswell, N. M., new chairman of the Interstate Oil Compact Commission; (22) Governor Robert S. Kerr of Oklahoma; and (23) Sidney Latham, Hunt Oil Company, Dallas, Texas representative on the commission.

DALLAS • JANUARY, 1947



Dependable Electric Power an Important Factor in the Industrial Development of Dallas

ONE of the causes of the rapid growth and maintained prosperity of Dallas is due to its very extensive industrial development during the past few years.

Hundreds of new business institutions have located in Dallas. No doubt the fact that Dallas has dependable electrical power service aided materially in locating many of these new concerns here. This is particularly true of those industries that use power, for the economy and efficiency of electric energy for power purposes, has been clearly and definitely demonstrated.

It has been said that a city can progress only so fast as its electric power company is able to develop.

Dallas has at all times been helped in its going forward by splendid electric service for both domestic and industrial use.

DALLAS POWER & LIGHT COMPANY

AN OLD STORY, *STILL NEW* . . .

This advertisement appeared in the first issue of *Dallas* magazine, twenty-five years ago. It tells a story that was true then, and is just as true today. It is re-printed here in celebration of Dallas Magazine's Silver Anniversary—twenty-five years of service to Dallas business.

DALLAS POWER & LIGHT COMPANY

New Aid For City Building

Greater Dallas Council
Speeds Organization to
Keep Master Plan Ticking

THE new year will introduce a new force into Dallas' city building efforts.

It will stem from an important civic group, wide-spread in its membership and non-political in its activities, which came into being last November and is now perfecting its organization for a tremendous role in city planning. This new group is the Greater Dallas Planning Council, whose objective is to safeguard the Master Plan for Dallas and to help in carrying it out in full detail during the years to come.

President of the Greater Dallas Planning Council is T. E. Jackson. Granville W. Moore is vice president and general manager. Offices are in process of being set up in the Dallas Power and Light Company Building, and they will serve as a permanent clearing house for Dallas city planning.

Back in 1920 T. E. Jackson was serving as president of the Dallas Chamber of Commerce. Under his administration the advisability of establishing a Chamber of Commerce magazine was discussed and received his hearty endorsement. The project was finally established under a later administration. It is interesting to note that more than a quarter of a century after he advocated the publishing of this magazine, Mr. Jackson is still one of the outstanding civic leaders constantly and unselfishly striving for the betterment and prosperity of Dallas.

Similarly, Granville W. Moore, general manager of the Greater Dallas Planning Council, has devoted much of his time to civic and commercial work. Mr. Moore served as president of the Dallas Junior Chamber of Commerce and later helped organize the Texas Junior Chamber, becoming its first president. He has long been active in the affairs of the Salesmanship Club and of the Dallas Chamber of Commerce. He resigned his position as chief rights-of-way engineer



THE ACTIVITY PROGRAM of the newly formed Greater Dallas Planning Council will be carried forward under the leadership of T. E. Jackson, president, left, and Granville W. Moore, vice president and general manager, who are pictured discussing organization details.

of Dallas County to organize the work of the Greater Dallas Planning Council.

The council was organized November 12, 1946, at a meeting attended by more than 200 citizens who gathered from every section of Greater Dallas, a truly representative group. These 200 charter members will serve as an advisory board for the organization. This initial advisory board elected a board of directors who at a later meeting elected officers to serve during 1947.

In addition to President Jackson, officers of the new council include R. G. Storey, first vice president; John E. Mitchell, Jr., second vice president; Paul Carrington, secretary; and Eugene McElvaney, treasurer. Directors are James W. Aston, Holmes Green, Stanley Marcus, Allen Merriam, John E. Mitchell, Jr., Charles R. Moore, D. Gordon Rupe, Paul Carrington, T. E. Jackson, Eugene McElvaney, Henry S. Miller, A. B. Moore, James M. Moroney, R. G. Storey, and C. G. Stubbs.

"Dallas in past years has adopted

worthwhile city planning programs, such as the Kessler Plan and the Ulrickson Plan," said President T. E. Jackson. "However, as city administrations changed various desirable features of such plans were either forgotten, denied the people, or became outmoded before they could be placed into effect. The latest and most effective Master Plan for Greater Dallas was mapped during the past few years by Mayor Woodall Rodgers and his city administration who secured the services and advice of the outstanding planning authorities of the nation. In support of this Master Plan for Dallas the taxpayers at a special election voted \$40,000,000 in municipal bonds to make it effective. It is this plan that the Greater Dallas Planning Council will safeguard and promote.

"The Greater Dallas Planning Council will advise with city administrations, park boards, boards of education, and other governmental agencies in regard to the progress of the city plan. The organ-

(Continued on Page 87)

WFAA

Birth Year of DALLAS Marks Founding Of Another Major Communication Medium

RADIO STATION WFAA this year celebrates its silver anniversary, coincident with DALLAS' observance of its twenty-fifth birthday.

June 26, the official birth date, was quite a day back there in 1922. The first WFAA newscast, read directly from the pages of "The Dallas Morning News," reported that William Green had succeeded Samuel Compers as president of the American Federation of Labor. Japan announced a policy of non-aggression. A billion U. S. dollars reached Europe.

The first new Texas wheat was harvested. Magnolia Building tenants began moving in. The Katy railroad's Highland Park station was opened, and a ramp was proposed for the Union Station.

The radio debut did not seem very impressive. Fifty watts and two staff members strong, "The Dallas Morning

News" radio station began its modest broadcasting operation in a little two-room shack on top of the "News" building.

Walter Dealey, then assistant to his father, George B. Dealey, was the founder of the radio station. Under his guidance it quickly expanded and by the end of the year power had been increased to 500 watts. In 1930, Station WFAA became the first newspaper-owned 50,000-watt station in the United States.

The years between were eventful ones, paralleling the story of radio development. Taking the long-range view of broadcasting, WFAA had a big part in network inauguration. As far back as 1923, WFAA supplied the microphone for a three-station offering of the first presidential broadcast—President Harding's speech in St. Louis.

Also in 1923, WFAA joined the

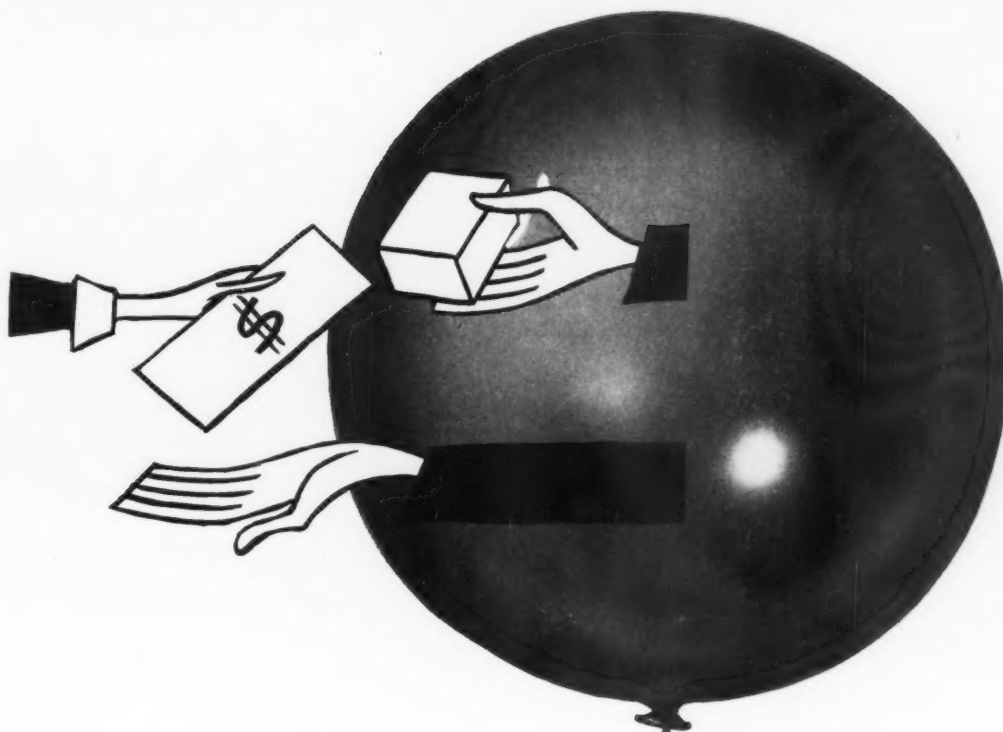
"Wired Wireless," forerunner of the National Broadcasting Company. The station carried the first network broadcast, a concert from the Lewisohn Stadium in New York, and in December, 1923, the first broadcast of an opening of Congress, with a message by President Coolidge. The Palace Theater, with Huey & Philp Hardware Company furnishing the radios, held open house for the airing.

For nearly seven years WFAA was almost entirely financed by the "News." Principal revenue came from radio distributors' advertisements in the newspaper, as dealers sought to make radio a necessity rather than a luxury in Texas homes. Now there are reportedly more radios than bathtubs.

The radio staff had a fine time during those sustaining years. The clock-watching precision and technical intricacies



HOUSED in modern penthouse studios atop the second unit of the Santa Fe Building, WFAA had a penthouse, too, when the station was founded—two-room quarters (top, left) on the roof of the "Dallas Morning News" building. Interior view of WFAA studio, 1922 style, (center, left) shows Pat Tracy, engineer, doing double duty as newscaster, reading the headlines directly from pages of the "Dallas News" and using a telephone as a microphone. Adams Colhoun, WFAA staff member from the first day it went on the air, is pictured (bottom, left) looking over old files with Martin B. Campbell, general manager of the station, in preparation for the silver anniversary celebration next June. WFAA studio, 1947 style, (top, right) made first use in nation of the polycylindrical diffuser (barrel-type) walls invented by Dr. C. P. Boner of the University of Texas. Engineer Bill Ellis is shown at the controls in the modern-day master control room, (center, right) which handles transmission lines for WFAA, KGKO, KERA-FM, NBC, ABC, TQN, and LSC. Today's visitors to the penthouse studios are greeted in this spacious modern lobby, (bottom, right).



*our 25th year
creating displays
that make sales go up*

display is a commodity like heat or light or rent.
whether it concerns itself with frills to brighten a store
window or functional display units to show off merchandise
at its best — it must have been conceived with a
sales eye view. since 1922, from our alert design rooms
have come such merchandising helps. each created
with a specific job to do. each sparked with an idea that
is based on established traditions or trends.
we avoid feverish novelties. our design, our styling,
our production, our business has time on
its side. this to assure a bumper value from
every display dollar invested when the unit is
delivered under a standard fixture label.

STANDARD FIXTURE CO., INC.

showroom: 1006 commerce
factory: 913-919 powhattan
dallas



manufacturers and designers of

DISPLAY FIXTURES AND UNITS
MANNEQUINS
CHROME FURNITURE
PLASTIC DISPLAYERS
DISPLAY MATERIALS

of the present were unknown, and almost anything could happen. "Dallas News" reporters were pressed into service as announcers, and Victor Schoffelmayer took time off from his agricultural and science writings to give air concerts as Count Rubinowsky. Adams Colhoun, first WFAA staff member and still with the station, took his talent where he found it. "Shut 'er down, Eddie," became the familiar signoff, as Colhoun ran out of material and the station recessed.

It was during these days that WFAA did its first remote broadcast, from the Al G. Barnes circus. The broadcast was brief, for a bear escaped from its cage and took over at the mike. And WFAA scooped the town by giving an eye-witness broadcast of a murder as it took place in the street below the studio.

Commercial programs made their first noticeable appearance in 1929. The first paid broadcast was sponsored by the Federal Life Insurance Company, pre-

senting the Texas League ball games. The final play-off between Wichita Falls and Dallas was sponsored by Mrs. Baird's Bread Company. Total cost of a football airing in that day was \$150. Now, with the tremendous listening audience and the sales punch of radio, the same broadcast would cost about \$600.

The Dallas Power & Light Company presented the first series of programs under contract—a musical variety program. These programs were followed the next week, in September, 1929, with a series of Dallas Symphony Orchestra broadcasts, directed by Paul Van Katwijk, under the sponsorship of Texas Power & Light Company.

The first spot announcement program was created in 1928 as the "Woman's Hour," with the Mercantile National Bank, Electric Appliances (RCA distributors), and the Simpson Company (Sparton distributors) as the first spot buyers.

Radio advertising took its place with other media in the next ten years, and the station continued to grow. In 1941, three days before its twentieth birthday, WFAA moved into the penthouse studios it now occupies. From a two-room shack to two floors of model studios and offices,

from a struggling new industry to a powerful public influence, WFAA had grown with Dallas.

The growth is still going on. As they pioneered in standard AM broadcasting, "The Dallas Morning News" and WFAA are now pioneering in frequency modulation. Last October 5, KERA-FM went on the air with 250 watts power. In December the new antenna, providing 1,000 watts radiated power, went up on top of the Mercantile Bank Building tower. By next summer, 37,000 watts radiated power will carry KERA programs to a radius of 65 to 80 miles around Dallas.

As in the case of WFAA, Station KERA is broadcasting at first to a limited audience because there are few FM radio sets on the market. And like WFAA, KERA will be largely sustaining for several years to come. The A. H. Belo Corporation has appropriated \$150,000 for construction of the transmitter and the first year's operation.

Some skeptics call it a gamble, but so was WFAA, 25 years ago, "Dallas News" executives point out. And as long as broadcasting methods are improved and advanced, the "News" and WFAA propose to bring those newer methods to their listening audience.

There is no finer Investment
than fine Architecture
J. MURRELL BENNETT

NATION-WIDE SERVICE... TIME-TESTED PRODUCTS

THROUGHOUT the country, the Pittsburgh Plate Glass Company has twenty-six factories strategically situated. One hundred and thirty-five company-owned outlets are located in principal cities. And thousands of dealers from coast to coast are ready at all times to give prompt, efficient and complete service on all products by "Pittsburgh." Today—as Twenty-Five Years Ago—Pittsburgh products are proved by years of successful use by the building trades in the Dallas Southwest and throughout the Nation. These products include comprehensive lines of glass, paint and allied materials.



"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY



BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1872 HUEY & PHILP

Wholesale Hardware

**1872 WAPLES-PLATTER
COMPANY**

White Swan Fine Foods

**1874 BOLANZ &
BOLANZ**

Real Estate and Insurance

**1876 CHAS. L. DEXTER
& CO.**

Insurance
Oldest Agency in Dallas

**1878 NATIONAL BANK
OF COMMERCE**

Banking

**1876 ED. C. SMITH
& BRO.**

Mortuary, Ltd.
Funeral Service

1879 CLARKE & COURTS

Retail Stationers
Lithographers, Printers and
Engravers

Established

**1885 W. J. LAWTHER
MILLS**

Manufacturers of Poultry and
Stock Feeds

**1888 SUTTON, STEELE &
STEELE, Inc.**

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

**1889 WATSON
COMPANY**

Contractors and Builders

**1891 SOUTHWESTERN
PAPER COMPANY**

"Everything in Paper"

**1892 EXLINE-LOWDON
CO.**

Lithographers and Printers

**1892 THE EGAN
COMPANY**

Printing, Lithographing and
Embossed Labels

**1893 ORIENTAL LAUNDRY
COMPANY**

Finer Laundering, Sanitone
Cleaning and Fur Storage

**1894 GRAY & GRAHAM
COMPANY**

Designers of Men's Fine Clothes



Perhaps the oldest distributor of printing papers in Texas, the Southwestern Paper Company, 413 South Field, opened its first Texas office in Dallas in 1891. With its slogan, "Everything in Paper," telling the story of the organization's operations, this pioneer firm later added offices at Houston and Fort Worth. The company is a division of the 104-year-old Butler Company of Chicago. Pictured is a former home of the Southwestern Paper Company, photographed in 1907, which shows the Federal Street side of the building fronting at 1315 Pacific.

Established

**1896 BRIGGS-WEAVER
MACHINERY CO.**

Industrial Machinery and
Supplies

**1897 SHUTTLES BROS. &
LEWIS, Inc.**

Wholesale Jewelers
Serving the Southwest for 49
Years

**1897 ANDERSON
FURNITURE CO.**

Dallas' Oldest Furniture Store

Established

**1898 LANG'S FINE
FLOWERS**

The Southwest's Foremost Florists
Decorators, Nursery Landscape
Service

1898 THE PRAETORIANS

Life Insurance Service

**1898 HAVERTY FURNI-
TURE CO.**

Furniture

**1900 AUSTIN BROS.
STEEL COMPANY**

Steel for Structures of Every Kind





—Photographs by United States Navy and Thomas K. Cone, Jr.

Dallas Honors Nimitz

Pearl Harbor Day in Dallas last month was the occasion for a round of ceremonies and banquets in tribute to Fleet Admiral Chester W. Nimitz, pictured (1) with B. F. McLain, retiring president of the Dallas Chamber of Commerce, who presided at a luncheon at the Baker Hotel sponsored by the Chamber. Highlight of the day's events was the unveiling of a bust of the Texas-born, war-time commander of the Pacific, which was presented to the Dallas Historical Society by Dale Miller, Washington representative of the Dallas Chamber, and Mrs. Miller.

Other pictures show (2) Chamber luncheon group; (3) Mrs.

Nimitz, right, who was presented with a gift by Miss Diane Dealey; (4) Admiral Nimitz, being greeted upon his arrival at the Dallas Naval Air Station by Weaver Holland, president of the Dallas Navy League and chairman of the Chamber's military affairs committee; (5) the first living hero to have his bust in the Hall of State shown with Mr. and Mrs. Dale Miller; (6) view of the reception group greeting Admiral Nimitz after the unveiling; (7) Felix de Weldon, commissioned to do the Nimitz bust, and Mrs. de Weldon; (8) the Marine guard of honor for Admiral Nimitz at the Dallas Naval Air Station, commanded by Colonel J. W. Keene; and (9) Captain L. J. Dow, commanding officer of the Dallas Naval Air Station.

A
Greater
SOUTHERN METHODIST UNIVERSITY
for
A Greater DALLAS

"TO MAKE MONEY IMMORTAL INVEST IT IN MEN"

If It's



Borden's

It's Got to Be Good

MILK . . . ICE CREAM

The Dallas Southwest Paces the Nation...

THE Dallas Southwest is growing at a much faster rate than the rest of the nation.

Facts gathered by impartial sources are presented on this and the following pages to substantiate this statement.

The same impartial facts, in most cases, also show that Dallas is the fastest-growing major city in the Southwest.

The Federal Reserve System's monthly indices of department store sales for 1941 and 1946 (see chart below) emphasize the Dallas Southwest's wide margin of leadership over the indices for the nation as a whole.

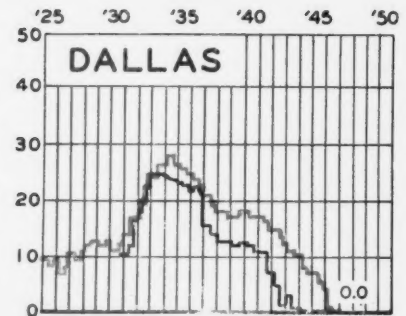
Such sources as "The Real Estate Analyst," published by Roy Wenzlick & Company; the Civilian Production Administration; the United States Bureau of Labor Statistics; F. W. Dodge Corporation; and the magazine, "Industrial Marketing," provide other facts to emphasize the Dallas Southwest's pace-setting role in America's readjustments since the end of World War II.

The Industrial Department of the Dallas Chamber of Commerce has compiled much factual data regarding the growth of both Dallas and the Southwest in relation to national trends. This data is

of 1946. Of this total, Texas alone available to any business executive interested in establishing new sales, distribution, or manufacturing facilities in the Dallas Southwest, and to any executive considering a revision of allocations of merchandise to the Southwest, based upon this region's above-national-average growth. Scores of national concerns are currently increasing the allocations of their products to the Southwest market, realizing that the Dallas Southwest has far outstripped the rest of the United States since 1940, and that the firm which best meets the needs of this market today will be in the best competitive position a few months or a few years from now when the normal buyers' market has returned.

Construction activity is one of the best indices to the growth of a market.

Reports of the F. W. Dodge Corporation show that the Dallas Southwest accounted for \$563,338,000 in building contract awards in the first ten months



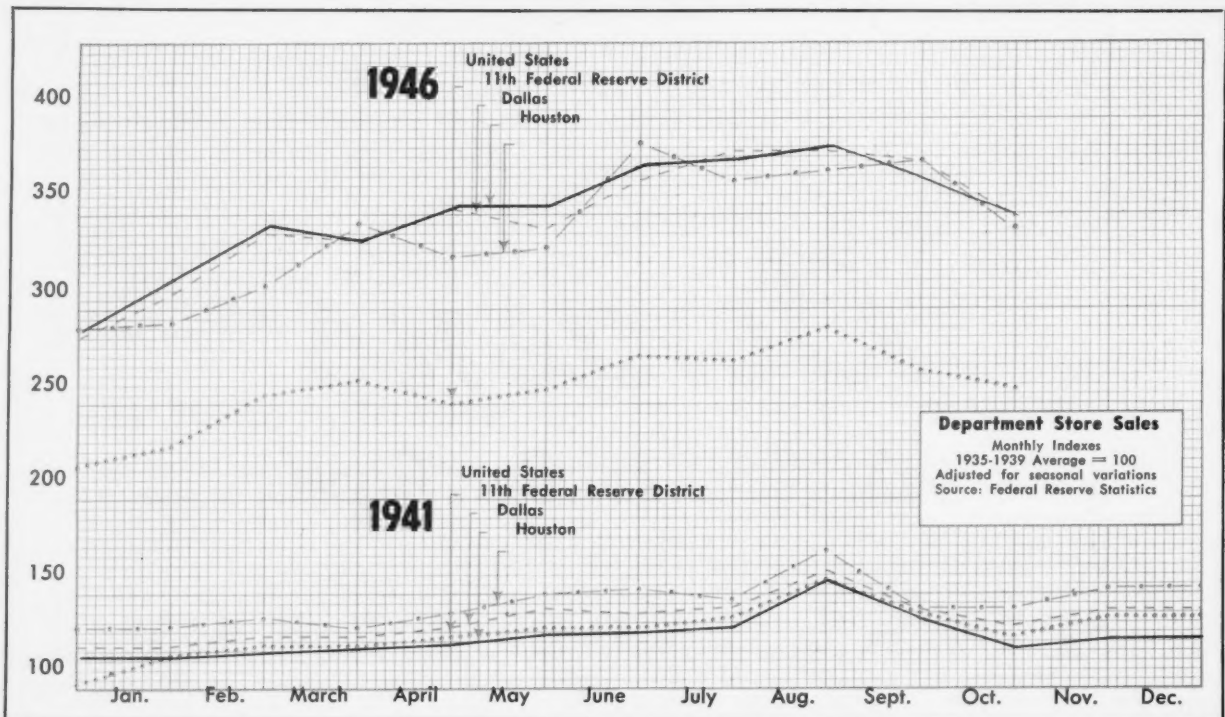
OFFICE VACANCIES in Dallas have been consistently well under the national average since 1937, it is revealed by the chart reproduced above with permission from "The Real Estate Analyst," copyrighted bulletin of Roy Wenzlick & Company, real estate economists, appraisers, and counselors of St. Louis. The chart, showing the national average index in red, was prepared from data furnished by the National Association of Building Owners and Managers. Dallas' leadership of the Southwest is substantiated by additional copyrighted Wenzlick graphs (opposite page) on business conditions as shown by variations in check transactions in principal cities.

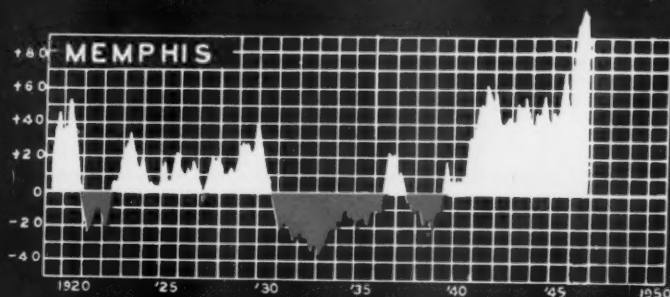
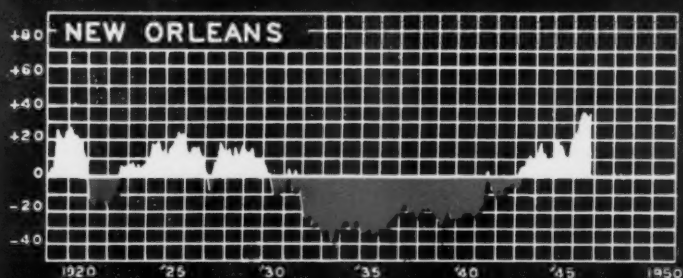
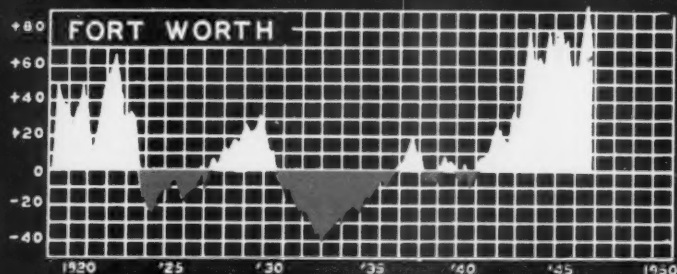
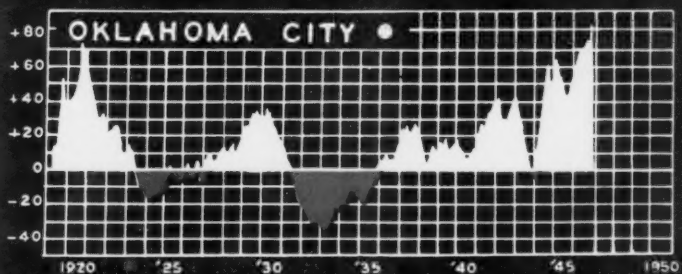
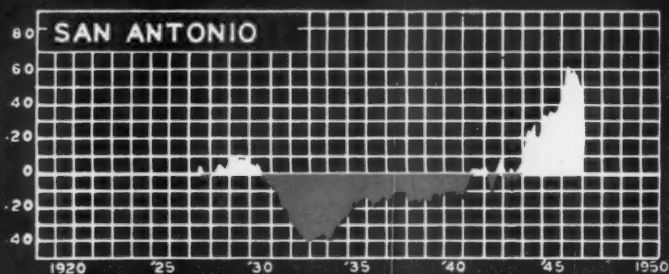
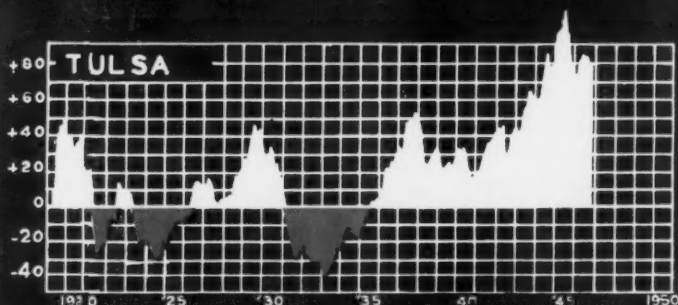
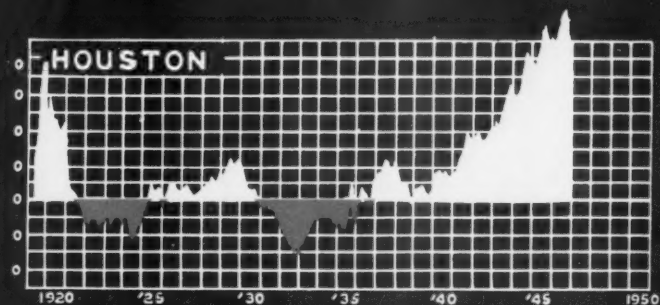
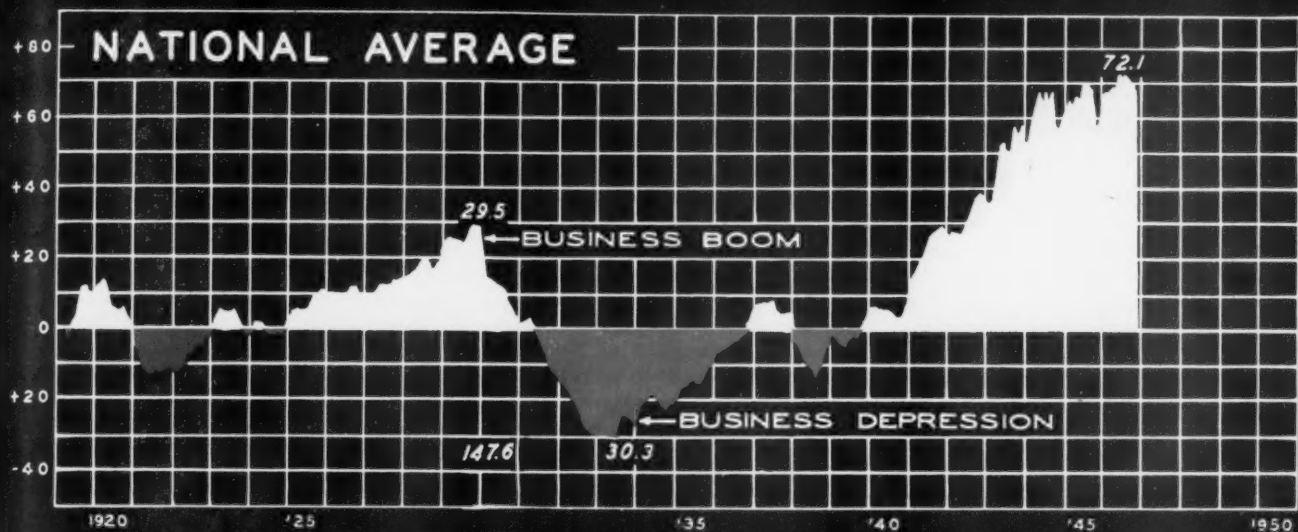
counted for \$376,946,000. The Dallas Southwest's building contract awards during the ten months accounted for 10.9 per cent of the total awards in the 37 Eastern states covered by the Dodge reports. The Texas total was 7.3 per cent

(Continued on Page 39)

... and

Dallas Paces the Southwest





Dallas Population Gains 46 Per Cent Over 1940

THERE were 113,020 occupied dwelling units in Dallas County in 1940. As of August 1, 1946, there were 146,166.

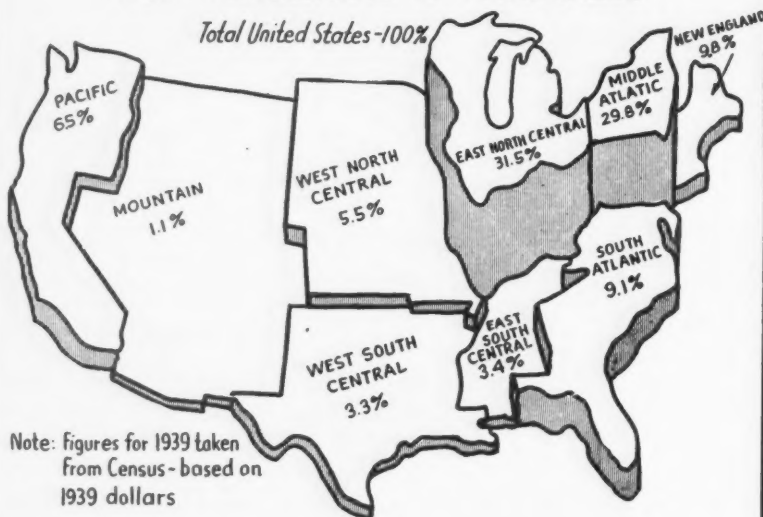
Allowing for a 17 per cent increase in the occupancy ratio of dwelling units within Dallas but assuming that the occupancy per unit in the remainder of Dallas County has not increased since 1940, the Dallas Chamber of Commerce has arrived at an estimated Dallas County population of 583,546 as of Aug. 1, 1946.

Total utility connections in Greater Dallas (the adjoining cities of Dallas, Highland Park, University Park, Cockrell Hill, and Fruitdale) was 265,078 on January 1, 1930; 341,074 on January 1, 1940; and 469,713 on August 1, 1946. The increase from 1930 to 1940 was 28.6 per cent; from 1940 to 1946, 37.7 per cent. The 1930 ratio between population and total utility connections was .976 persons per utility connection; the

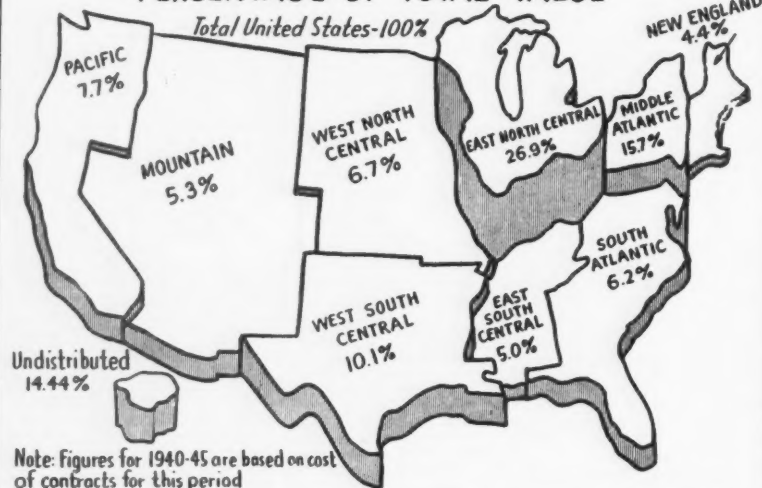
1940 ratio was 1.057; and the average of the 1930 and 1940 ratios is 1.016. On the basis of 469,713 total utility connections in 1946, using the average of the 1930-1940 ratios, the Dallas Chamber of Commerce has arrived at an estimated population of 492,425 for Greater Dallas.

Reports on utility connections outside of Greater Dallas are not available. The population of Dallas County outside of Greater Dallas, however, was 76,094 in 1940. With a 20 per cent increase in population assumed for this area, the corresponding 1946 total is 91,312. On this basis, the Chamber of Commerce is able to arrive at an alternate estimate of 583,537 for Dallas County's 1946 population.

REGIONAL DISTRIBUTION OF MANUFACTURING FACILITIES 1939 - PERCENTAGE OF TOTAL VALUE



1940-45 WAR TIME ADDITIONS PERCENTAGE OF TOTAL VALUE



Source - War Production Board Report

Dallas Leads Southwest In Banking Business

DALLAS is the financial center of the Southwest by a wide margin of leadership.

Although Dallas ranked thirty-first in the United States in population in 1940, it ranked eighteenth in banking business in 1945, as measured by debits to individual accounts.

For the first eleven months of 1946, Dallas bank debits totaled \$7,702,278,000 as against Houston's \$7,366,415,000, San Antonio's \$2,245,355,000, and Fort Worth's \$2,651,152,000. Two banks in Dallas are each larger than the biggest bank in Houston. Dallas has three banks which are each larger than the biggest bank in either San Antonio or Fort Worth.

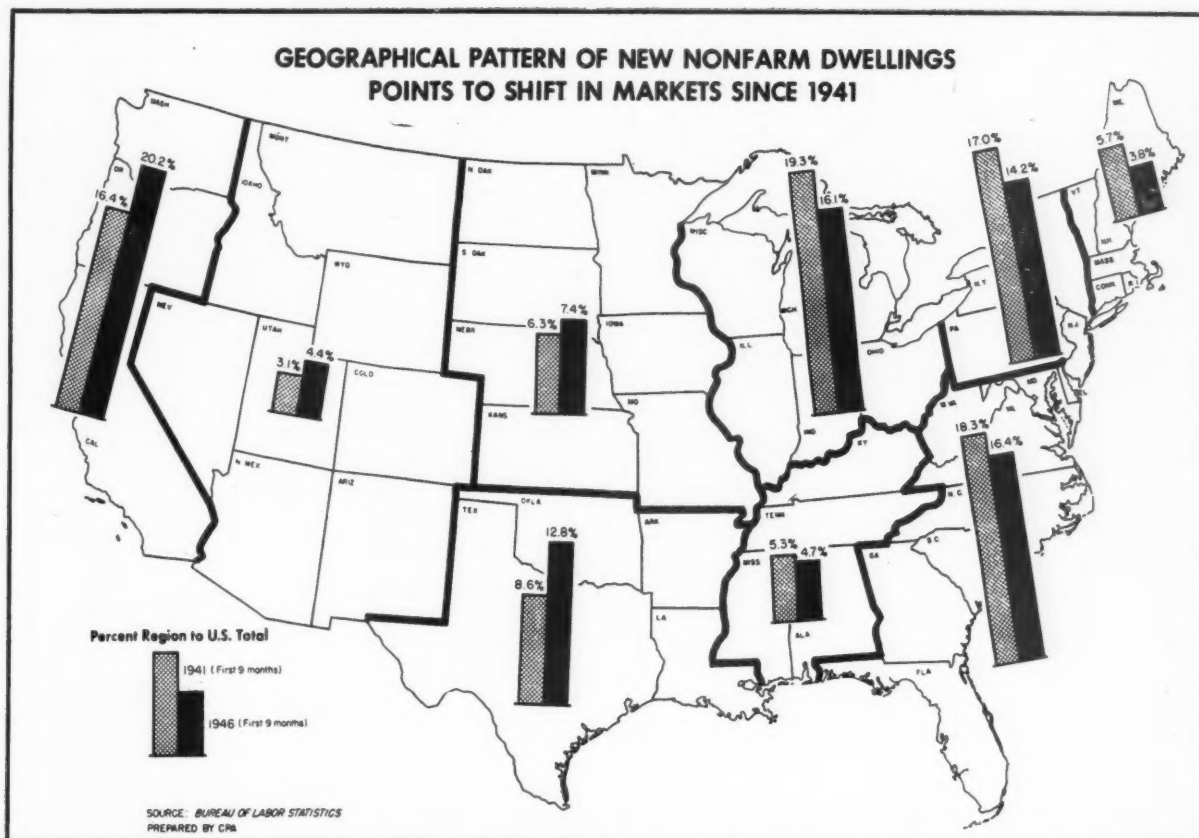
Texas Labor Strife Less Than Remainder of U. S.

IN the field of management-employee relations, Texas has a much healthier record than the rest of the United States.

During the first six months of 1946—the latest period for which data are available—Texas accounted for only 34 of the nation's 2,145 strikes, only 0.3 per cent of the workers affected by strikes, and only 0.3 per cent of the man-days lost in labor disputes.

In the entire year 1945, only 72 of


MAPS at left showing what has happened since 1939 with respect to regional distribution of manufacturing facilities reveal biggest gain to have been made by the Dallas Southwest. Charts are reproduced with permission from "Industrial Marketing," the magazine of selling and advertising to business and industry, 100 East Ohio, Chicago. Map on opposite page showing market trends, reproduced from the report of the Civilian Production Administration, indicates all regional gains since 1941 to have been made west of the Mississippi River, with the Dallas Southwest as the leader.



the country's 4,750 strikes occurred in Texas. Reflecting Texas' healthy labor record, the percentages of man-days lost because of strikes and work stoppages in other industrialized areas in 1945 were: Connecticut, 2 per cent; Illinois, 6.7 per cent; California, 7.3 per cent; Ohio, 9 per cent; Pennsylvania, 15.6 per cent, and Michigan, 15.8 per cent. All data are from the reports of the United States Bureau of Labor Statistics.

For the first ten months of 1946, Dallas ranked twelfth in volume of residential building contract awards among the 81 metropolitan areas of the 37 states covered in the Dodge reports, and fourteenth in total building contract awards. Dallas was first in the Southwest in residential building by a margin of approximately \$4,000,000 over the second city, Houston. The only cities which exceeded Dallas in residential building awards

during the period were New York, Chicago, Washington, D. C., Detroit, Philadelphia, Boston, Newark-Jersey City, Miami, Baltimore, Cleveland, and Minneapolis-St. Paul.



Typewriters
Adding Machines
Repairs and
Supplies

S. L. EWING CO.

1919 Main Street C-5401 Dallas

Dallas Paces the Southwest

(Continued from Page 36)

of the 37-state total and was 66.8 per cent of the Dallas Southwest's total.

Contract awards for residential building in the ten months totaled \$276,927,000 for the Dallas Southwest or 10.1 per cent of the 37-state total. Of the Dallas Southwest volume, Texas alone accounted for 71.8 per cent. The Texas volume was 7 per cent of the 37-state total.

In non-residential building awards for the ten-month period, the Dallas Southwest reported 11 per cent of the 37-state total, and Texas awards were 62 per cent of the Southwest's total. Texas accounted for 7.3 per cent of the 37-state total of non-residential awards.

CHAPPELL, STOKES AND BRENNEKE

CONSULTING ENGINEERS

INDUSTRIAL PLANTS • MUNICIPAL IMPROVEMENTS • STRUCTURAL DESIGNS

312 BURT BUILDING — DALLAS — RIVERSIDE-2837

E. V. McCRIGHT & COMPANY, LTD.

Builders . . . Engineers

Specializing in Industrial and Business Construction

CENTRAL INDUSTRIES, INC.

Owners . . . Management . . . Leasing

Business and Industrial Properties

3025 Taylor Street Dallas 1, Texas Phone R-6223-4

Dallas Population Gains 46 Per Cent Over 1940

THERE were 113,020 occupied dwelling units in Dallas County in 1940. As of August 1, 1946, there were 146,166.

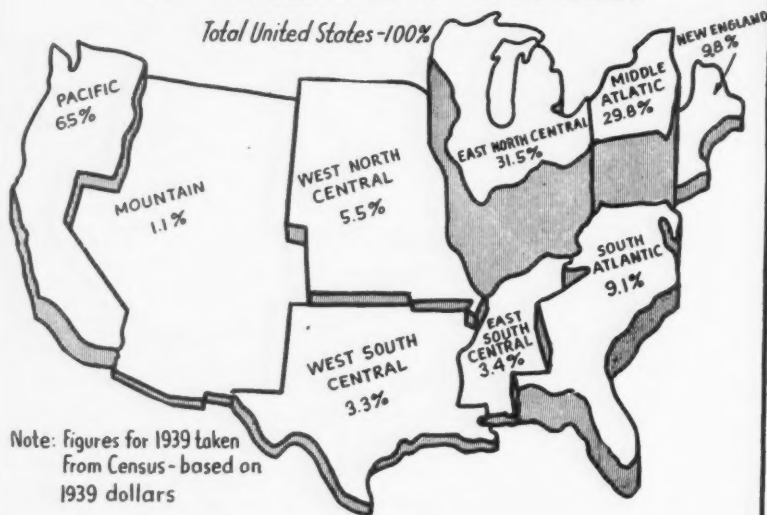
Allowing for a 17 per cent increase in the occupancy ratio of dwelling units within Dallas but assuming that the occupancy per unit in the remainder of Dallas County has not increased since 1940, the Dallas Chamber of Commerce has arrived at an estimated Dallas County population of 583,546 as of Aug. 1, 1946.

Total utility connections in Greater Dallas (the adjoining cities of Dallas, Highland Park, University Park, Cockrell Hill, and Fruitdale) was 265,078 on January 1, 1930; 341,074 on January 1, 1940; and 469,713 on August 1, 1946. The increase from 1930 to 1940 was 28.6 per cent; from 1940 to 1946, 37.7 per cent. The 1930 ratio between population and total utility connections was .976 persons per utility connection; the

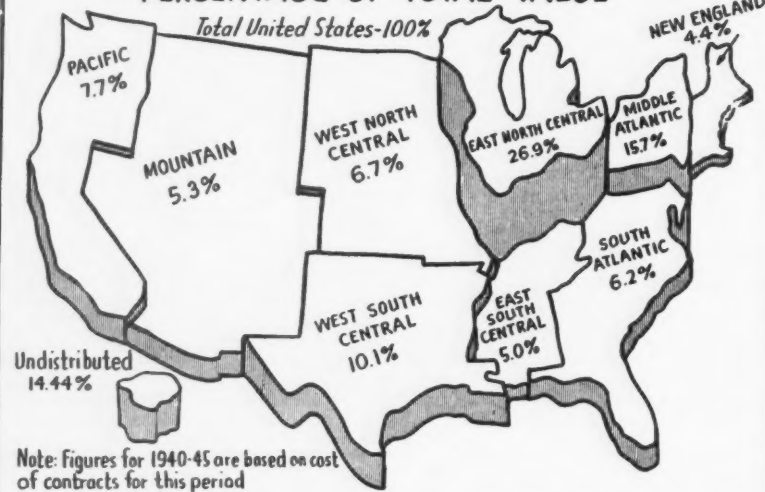
1940 ratio was 1.057; and the average of the 1930 and 1940 ratios is 1.016. On the basis of 469,713 total utility connections in 1946, using the average of the 1930-1940 ratios, the Dallas Chamber of Commerce has arrived at an estimated population of 492,425 for Greater Dallas.

Reports on utility connections outside of Greater Dallas are not available. The population of Dallas County outside of Greater Dallas, however, was 76,094 in 1940. With a 20 per cent increase in population assumed for this area, the corresponding 1946 total is 91,312. On this basis, the Chamber of Commerce is able to arrive at an alternate estimate of 583,537 for Dallas County's 1946 population.

REGIONAL DISTRIBUTION OF MANUFACTURING FACILITIES 1939 - PERCENTAGE OF TOTAL VALUE



1940-45 WAR TIME ADDITIONS PERCENTAGE OF TOTAL VALUE



Source - War Production Board Report

Dallas Leads Southwest In Banking Business

DALLAS is the financial center of the Southwest by a wide margin of leadership.

Although Dallas ranked thirty-first in the United States in population in 1940, it ranked eighteenth in banking business in 1945, as measured by debits to individual accounts.

For the first eleven months of 1946, Dallas bank debits totaled \$7,702,278,000 as against Houston's \$7,366,415,000, San Antonio's \$2,245,355,000, and Fort Worth's \$2,651,152,000. Two banks in Dallas are each larger than the biggest bank in Houston. Dallas has three banks which are each larger than the biggest bank in either San Antonio or Fort Worth.

Texas Labor Strife Less Than Remainder of U. S.

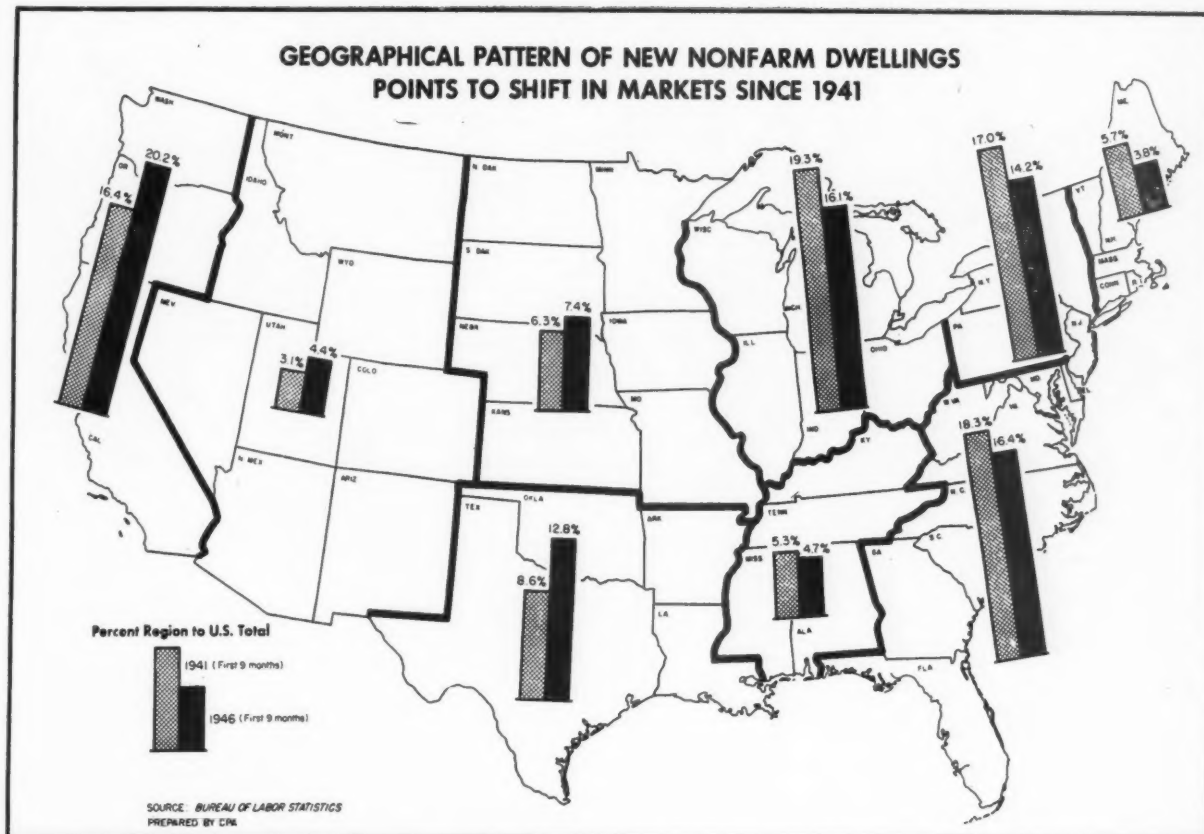
IN the field of management-employee relations, Texas has a much healthier record than the rest of the United States.

During the first six months of 1946—the latest period for which data are available—Texas accounted for only 34 of the nation's 2,145 strikes, only 0.3 per cent of the workers affected by strikes, and only 0.3 per cent of the man-days lost in labor disputes.

In the entire year 1945, only 72 of

MAPS at left showing what has happened since 1939 with respect to regional distribution of manufacturing facilities reveal biggest gain to have been made by the Dallas Southwest. Charts are reproduced with permission from "Industrial Marketing," the magazine of selling and advertising to business and industry, 100 East Ohio, Chicago. Map on opposite page showing market trends, reproduced from the report of the Civilian Production Administration, indicates all regional gains since 1941 to have been made west of the Mississippi River, with the Dallas Southwest as the leader.

GEOGRAPHICAL PATTERN OF NEW NONFARM DWELLINGS POINTS TO SHIFT IN MARKETS SINCE 1941



the country's 4,750 strikes occurred in Texas. Reflecting Texas' healthy labor record, the percentages of man-days lost because of strikes and work stoppages in other industrialized areas in 1945 were: Connecticut, 2 per cent; Illinois, 6.7 per cent; California, 7.3 per cent; Ohio, 9 per cent; Pennsylvania, 15.6 per cent, and Michigan, 15.8 per cent. All data are from the reports of the United States Bureau of Labor Statistics.

For the first ten months of 1946, Dallas ranked twelfth in volume of residential building contract awards among the 81 metropolitan areas of the 37 states covered in the Dodge reports, and fourteenth in total building contract awards. Dallas was first in the Southwest in residential building by a margin of approximately \$4,000,000 over the second city, Houston. The only cities which exceeded Dallas in residential building awards

during the period were New York, Chicago, Washington, D. C., Detroit, Philadelphia, Boston, Newark-Jersey City, Miami, Baltimore, Cleveland, and Minneapolis-St. Paul.

Typewriters
Adding Machines
Repairs and
Supplies
S. L. EWING CO.
1919 Main Street C-5401 Dallas

Dallas Paces the Southwest

(Continued from Page 36)

of the 37-state total and was 66.8 per cent of the Dallas Southwest's total.

Contract awards for residential building in the ten months totaled \$276,927,000 for the Dallas Southwest or 10.1 per cent of the 37-state total. Of the Dallas Southwest volume, Texas alone accounted for 71.8 per cent. The Texas volume was 7 per cent of the 37-state total.

In non-residential building awards for the ten-month period, the Dallas Southwest reported 11 per cent of the 37-state total, and Texas awards were 62 per cent of the Southwest's total. Texas accounted for 7.3 per cent of the 37-state total of non-residential awards.

CHAPPELL, STOKES AND BRENNEKE

CONSULTING ENGINEERS

INDUSTRIAL PLANTS • MUNICIPAL IMPROVEMENTS • STRUCTURAL DESIGNS

312 BURT BUILDING

— DALLAS —

RIVERSIDE-2837

E. V. McCRIGHT & COMPANY, LTD.

Builders . . . Engineers

Specializing in Industrial and Business Construction

CENTRAL INDUSTRIES, INC.

Owners . . . Management . . . Leasing

Business and Industrial Properties

3025 Taylor Street

Dallas 1, Texas

Phone R-6223-4

U. S. Mail

**Dallas Post Office Enters 1947
as \$8,000,000 Operation; Sets
Pace for United States in
Pioneering New Techniques**



*Old Dallas Post Office,
Commerce and Ervay*

DALLAS' Post Office—once a nest of canvas pockets hanging outside the entrance to John Neely Bryan's store—has grown to be an \$8,000,000 business, a postal operation ranking twentieth today in the United States in receipts.

More than this, its annual responsibility is about \$341,000,000, because of its being a central accounting office for 138 counties.

Dallas' Post Office has progressed to the \$7,000,000-\$9,000,000 postal receipts bracket from a \$2,000,000 status back in 1922 when the first issue of DALLAS rolled from the presses.

But the City of Dallas has always ranked high in per capita postal receipts. In the birth month of the Chamber of Commerce publication in 1922, Dallas was the forty-second city in the United States in population but stood twenty-fourth in postal receipts. Dallas holds its present twentieth position in postal receipts while standing thirty-first in population. Then, the year's total of postal receipts was \$2,363,354. Now, with the Dallas Post Office well on its way to a still higher bracket, postal receipts in 1946 amounted to \$8,011,565. Entrance of Dallas into the \$7,000,000-\$9,000,000 postal receipt category brought it into the same classification with Milwaukee and Atlanta. Receipts in excess of \$9,000,000, expected within two years, will mean significant organizational changes, including five additional supervisory grades of top rank.

In 1946, the Dallas Post Office delivered 199,377,496 pieces of incoming letters and circular mail. It dispatched 211,187,956 outgoing pieces. It also handled 1,419,362 sacks of incoming parcel post, and 3,270,933 outgoing sacks.

When the Dallas Post Office received copies of DALLAS' first issue for distribution a quarter of a century ago, postal personnel totaled 550 employees, 135 of whom were city letter carriers, representing that number of regular city routes serving the population of Dallas. They received \$345,684 in annual salaries. Today there are 1,650 employees, including 340 regular letter and parcel post carriers, with the yearly payroll exceeding \$4,600,000. There are some 40 additional auxiliary routes being served by substitute employees, providing a total of approximately 380 carrier routes emanating from the General Post Office and nine carrier stations. Rural delivery routes, however, have decreased by two since 1922, from 11 to 9. This is due to the fast development of suburban areas, which has permitted the extension of city delivery routes and the relief of rural carriers.

In 1946, a total of \$340,599,000 in cash and cash items passed through the Dallas Post Office. A total of \$80,473,786 was deposited in Dallas banks.

Last November, latest month for which comparative figures are available, Dallas' postal receipts of \$674,286 exceeded the combined total of \$670,700 for Houston (\$427,000) and San Antonio (\$243,700).

Under the general administration of Postmaster J. Howard Payne, the Dallas Post Office functions on a two-division plan—mailing and finance—which comprises four major phases of operation: Money order and postal finance, in-

—Photographs by Thomas K. Cone, Jr.



*Postman B. M. Jackson, veteran of
26 years in the Dallas postal service.*

coming and outgoing mail, building custodial service, and motor vehicle service.

The postmaster's executive officer is the assistant postmaster, W. B. Hudson, who is chief of the finance section, has supervision over all contract stations, and oversees operation of the two Federal buildings: The main post office-courthouse and the Terminal Station. The superintendent of the mails, O. P. Mark, is head of the division of mails. In this capacity he has supervision over all stations and branches, except contract stations, and the motor vehicle section, with the largest segment of employees coming under his direction. F. M. Crowell is superintendent of motor vehicle service.

Outgoing and incoming sections are the two major phases of operations in the division of mails, each with letter and parcel post subsections.

Of all the problems that plague the post office in a growing city, the one that is probably the most difficult currently has to do with the distribution of incoming mail and stems from Dallas' rapid expansion in recent years. Breaking down mail into carrier routes in accordance with the approved procedure requires the preparation of "schemes" showing the houses and block numbers that each carrier serves, and the distributor must spend long hours of constant study in memorizing a scheme of distribution before he can separate mail to carrier routes with extreme efficiency. During the last few years Dallas has extended its boundaries and streets faster than the post office has been able to qualify men to distribute mail.

To overcome this difficulty, the Dallas office is now pioneering an alphabetical system of distribution that is a departure from the established plan. Instead of attempting to work mail by carrier districts and qualify employees by study on scheme distribution, the Dallas office decided to make distribution by an alphabetical method, grouping all streets beginning with "A" in one section, and those starting with the letter "B" in another section, and so on through the alphabet.

"This may sound very simple on the face of it," said Mr. Mark, the superintendent of mails, "but the plan entailed many problems before the details were mastered and put in workable form. For instance, take Alco Street in the west Oak Cliff section served from Station D, Alton Street in the east Dallas section of the city served from the General Post Office, and Arcady Street in Highland Park served out of the Village branch. The problem was to consolidate all streets after they were placed in alphabetical separation, and get them into one district for the individual carrier."

"Many other offices have tried this plan during the last several years and all have failed to make it a success by overcoming this major obstacle, but by a system of labeling we believe that we have solved the problem," Mr. Mark continued. "During the past Christmas season we were able to distribute promptly the greatest volume of mail in the history of the Dallas Post Office, using mostly new employees who had no experience and were employed no longer than two or three weeks, some of them no more than five days. The Department in Washington is watching the development of the alphabetical system of distribution closely and no doubt it will be used extensively throughout the postal service, as results in Dallas have amply demonstrated that it is a vast improvement over the present approved plan of distribution."

To speed outgoing mail, collections are made from street letter boxes hourly during the day. In the late afternoon, the regular collectors are augmented by auxiliary collectors until sacks, containing all classes of mail, are reaching the Terminal Station every 20 minutes. The sacks are emptied on the mechanical facing tables. Pieces too large to go through the canceling machines and those on which stamps have been improperly placed are picked out and handstamped. Mail properly prepared is then faced for the canceling machine, long and short envelopes in separate stacks.

After cancellation of the postage, the mail is passed to the distribution cases. Known as the primary separation of mail, the first distribution is an alphabetical break-up of Texas mail and that going elsewhere by various states and larger cities. At this point, air mail is separated from all other mail and sent to the air mail section, where it is distributed and dispatched on hourly trips to Love Field. After passing through this primary case, mail goes to the various distribution cases and to the Texas alphabetical cases. In moving through the secondary cases, it is assembled by towns or sections of the United States and then tied in bundles ready for dispatch. These bundles are sped to the dispatching section, where the mail is distributed to the various pouches labeled to the trains going to different parts of the country.

The importance of getting mail to the post office at an early hour in order to assure its departure on fast trains to the North, East, and West, thereby speeding up its delivery, was emphasized by Mr. Mark.

"For example, mail that is received in the post office in time to be dispatched on the Sunshine Special East gains 24 hours in delivery at points on the Atlantic seaboard over that dispatched on the next Texas & Pacific train East a few hours later," he pointed out. "The later train misses a direct connection in St. Louis, resulting in a 24-hour delay in mail reaching addresses at eastern points."

Dispatching of mail is facilitated for patrons using meter machines for the payment of postage because such mail is ready for the distribution cases as soon as it is received at the post office without the necessity of being previously put through the stamp canceling operation. Patrons who do not use meter machines but tie their letters in bundles, all properly faced, also receive a distinct advantage as their mail is ready for the machines and is handled in advance of that thrown loose in boxes, which must be faced and straightened for the canceling machine.

KEY PUNCH MACHINE OPERATORS in the electrical accounting department include, top, left to right, Mrs. Ava Lee Dunn, Miss Suzanne Smith, Miss Anita Lewis, Miss Rose Hope, Mrs. Joy Philbrick, Miss Leola Tibbits, and Mrs. Ethel English. Pictured also are: Carriers L. W. Perkins, and Homer T. Chamberlain, left, and Horace Chamberlain, right, twins, loaded with Christmas mail; J. E. Jennings, left, and R. E. Relf, Jr., getting their mail for city delivery; E. W. Roderick, foreman, mailing section, general post office, right, center; J. A. Moore, foreman of the permit section; and O. P. Mark, superintendent of mails.



A merchants' receiving dock on the west side of the Terminal Station serves firms having a sufficient number of parcels to require them to deliver their mail to the post office by vehicle. Ordinary parcels bearing precanceled stamps or meter strips for payment of postage are dropped into hatches leading to a conveyor belt. Mail affixed with regular postage stamps is unloaded on the dock for cancellation of stamps before it is placed on the conveyor belt. Insured and C.O.D. mail is checked and receipted for by post office clerks on the dock and then placed on the conveyor belt. All parcels containing liquids and fragile articles as well as unusually heavy articles are dispatched as "outside" pieces and are delivered direct to the trains without being enclosed in mail bags. All other parcels are delivered to the second floor of the Terminal Station by conveyor belt, separated there to the various towns, sacked, and labeled. When filled, the sacks are dropped on another conveyor belt, which carries them to the railroad loading docks.

The post office receives incoming parcels from the Union Terminal Company on depot platform trucks, just as they are unloaded from the cars. The sacks are emptied and the parcels distributed to various carrier routes, then sack-routed to the individual streets served by the various carriers. Parcels of perishables received too late for delivery that day or received on Sundays and holidays are placed in a large refrigerator vault until the morning of delivery.

In an operation as extensive as the post office, with its myriad complexities, the public has a role to play, if efficiency is to be maintained at a high level. Causes of poor service for post office patrons are not always traceable to the post office itself. Many times the patrons themselves are responsible for the trouble by not acting in accordance with information that is available to them.

A large percentage of mail is classified, prepared, rated, and deposited in post offices by employees of businesses who have had little or no opportunity to learn about the many laws, rules, regulations, and rates, all subject to change at any time, which are needed for the operation of an institution as large as the postal system. In such cases, mistakes are often made which are not only expensive to the mailer but cause him to receive poor service from the post office.

The Dallas Post Office has a service, designed to meet this problem, which is proving helpful both to the mailing public and to the local office. It has a trouble shooter, officially known as the post office's contact man with the public. He is Foreman J. A. Moore, veteran of 40 years of postal service, whose offices in Room 104 of the Terminal Station are always open to persons with postal problems to be solved.

Some of Mr. Moore's duties are to instruct and train mail clerks how to rate, classify, and prepare mails, and when and where to mail; to make personal calls on business firms with mailing rooms and check with their mailing clerks regarding their knowledge of postal information; to supply data on any type of mail; to test postal scales; and to give instruction in the use of postage meter machines. This all adds up to a job of seeking not only to give post office patrons better service but to help them reduce their mailing costs.

Take, for example, the case of the Dallas merchant who had prepared several thousand catalogs for mailing under permit Section 562, P.L.&R. (Postal Laws and Regulations), but found, when the printer had finished the catalogs, they would not qualify because each one was one ounce overweight. The post office's contact man happened along about the time the mailer was preparing to zone the catalogs at the regular fourth-class (parcel post) rates. After some quick calculation by the contact man, the catalogs were mailed under Section 571, P.L.&R., and the mailer saved \$2,000.

In another instance, the mailer was about to send out 30,000 pieces of third-class mail under Section 562, P.L.&R., when it developed that, in order to benefit from the reduced rate on this mailing, he would have to prepare it in a way that would require complicated handling. Upon examination of the piece of mail by the post office's trouble shooter it was found that, upon proper classification, the mailer was entitled to a flat rate, which greatly simplified his problem at the same cost.

Another example is the case of the Dallas merchant who, in sending out his monthly statements, ran them through his meter machine and impressed 6 cents postage on each. When the mail was deposited in the post office and one piece weighed on the post office scales, it was found that the mailer had overpaid by 3 cents on each piece. The firm was contacted by telephone and advised of the overpayment. The mailer's scales were found to be incorrect and he had unknowingly made a mistake. A letter to this effect from the firm to the post office brought in return a refund of the amount overpaid, about \$100.

Dallas Post Office's division of finance, administered by Mr. Hudson, is divided into two major subgroups: Its money order section—one of



J. HOWARD PAYNE

seven regional electrical accounting offices in the United States for the tabulation of paid money orders—and the postal finance section.

The Dallas office handles all paid money orders for 17 of the larger first-class offices in Texas, Arkansas, Louisiana, New Mexico, and Oklahoma, and for all second, third, and fourth-class offices in these states. Unique in postal circles is the Dallas Post Office's membership in the Dallas Clearing House, with the result that the Dallas office clears practically all of its paid money orders through the clearing house, including those from local mail order houses. When these orders are received in the post office, they are reviewed for correctness of issue and other details, are made up into files of approximately 400 items per batch, and then turned over to the electrical accounting section, where a card is punched on each order. These cards are then tabulated through the mechanical equipment and balanced. The original orders are transmitted to the General Accounting Office in Asheville, N. C., for final audit, and the lists of paid money orders sent to the Dallas office by other post offices are returned to the respective offices with the orders arranged in numerical sequence, so that paying postmasters can determine readily whether a particular order has been paid.

The money order section also handles all postal savings deposits, on which the Government pays 2 per cent interest. Currently 8,703 depositors have a total of \$6,776,252 on deposit in the Dallas Post Office. During 1946 a total of \$6,072,048.09 in savings bonds was sold through the Dallas Post Office.

To provide a cheaper method of transmitting funds through the mails than by money orders, the Post Office Department in 1945 introduced the postal note, issued for no more than \$10 at a fixed fee of 5 cents regardless of its face value. The Dallas office issued in 1946 more than 313,000 postal notes for a total value exceeding \$1,060,700, and during the same period cashed some 395,216 postal notes for a money value of \$1,468,694.

Originally known as the cashier's section, the postal finance section in the beginning, with six employees, handled only transactions in the Dallas office. But in 1920 Dallas was made the central accounting office for more than 1,000 third and fourth-class post offices in 138 counties, and in 1943 second-class offices in this area were added. Thus, all postal as well as money order business for these offices, known as district offices, is handled through the Dallas section. Duties of this section now

SPECIAL DELIVERY BIKES, such as the one on which G. A. Wiedner is pictured, have been introduced in the downtown area to replace trucks as step to relieve traffic congestion. Shown also, left to right, are D. A. (Dickie) Hulcy, III, son of Mr. and Mrs. D. A. Hulcy, Jr.; Andrew R. Cox, Sol Finkelstein, and Ambrose Morris, pictured handling outgoing parcel post; and R. T. Capps, garageman; S. F. Martin, mechanic; C. M. Austin, special mechanic; and F. M. Crowell, superintendent of motor vehicle service.



includes the making of requisitions on the Post Office Department for postage stamp stock, migratory-bird hunting stamps and documentary internal revenue stamps, the sale of these stamps to local office stations and branches and to the district offices, the opening of remittances of funds of every description received from first, second, third, and fourth-class post offices, the shipping of postage stamp stock to the district offices, and the supplying of migratory-bird and revenue stamps to all offices in the 138-county central accounting territory. This section also pays all local and station expenses and keeps records on all receipts and disbursements. An itemized record is kept of all surplus funds received from other postmasters as well as stamp stock shipped. The duties also include the disbursement of funds received from other postmasters, stations, branches, and the main post office.

In addition to the funds received from the district postmasters, the Dallas postal finance section also receives money order and postal funds from first-class offices in the central accounting territory as well as surplus funds and money from savings stamps and savings bonds. All of these funds, along with those from district postmasters, local offices, and stations are received in the opening unit, a part of the postal finance section.

The Dallas Post Office's motor vehicle service began April 1, 1920, in a former wagon yard on Camp Street, with one office employee—a superintendent—and 20 vehicles consisting of 15 one-half-ton model T Ford trucks, 3 one-and-one-half-ton Denby trucks, and 2 motorcycles with sidecars, the latter used for mail collection. First shelters for the vehicles were made by removing alternate partitions between stalls where horses and mules had been kept. In addition to the one office worker, the total of 16 employees included 2 garagemen, 2 mechanics, and 11 drivers.

By the end of the first fiscal year, the vehicles had traveled 166,935 miles transporting all classes of mail. Today the Dallas motor vehicle service has in local daily operation 86 trucks traveling a total yearly distance of nearly a million miles.

The motor vehicle division was moved from its original site to 1818 Wood in December, 1920, and next to its present location at 1602 Cochan (then Illing) in December, 1922. In this same year the Dallas garage was made a central repair unit, originally serving 7 offices within 250 miles of Dallas but today giving repair service to 59 offices in Texas, Oklahoma, and western parts of Arkansas and Louisiana.

Present facilities consist of a modern garage building, complete with office, paint room, stock room, workshop, carpenter shop, tire shop, wash and grease racks, and a "swing" or recreational room for the convenience of some 52 employees regularly assigned to the motor vehicle service. They include a superintendent, chief mechanic, chief of record, chief of supplies, chief dispatcher, dispatcher, mechanic-in-charge, 3 clerks, 6 special mechanics, 8 general mechanics, 5 garagemen, and 23 drivers who deliver and pick up mail from 14 stations.

An additional 65 carriers are assigned to motor vehicles and each week-day morning call at the garage for the trucks which are to be used on relay and collection service, mounted routes, parcel post, delivery, and other work.

All local trucks are serviced daily for whatever repair work is needed. They are also given semi-monthly inspections, semi-annual checkups, and every three years each local truck is completely overhauled. This work consists of completely overhauling and rebuilding both the motor and chassis, rebuilding the body, when required, and painting the truck. In some instances it has been necessary for bodies to be designed and fabricated for certain chassis units assigned to the Dallas service.

As a central repair station, the Dallas motor vehicle service supplies to offices in its area repair parts, tires and tubes, oil, and assembled units such as transmissions, clutches, differentials, motor assemblies, and the like. In addition, each of the offices is furnished a completely overhauled truck every two years, with the truck originally assigned to the district office being brought to Dallas overland by a transfer mechanic for the overhaul work and subsequent reassignment. The offices in the Dallas area, a number being more than 500 miles away, have a total assignment of 266 trucks.

In its role of building custodian, the Dallas Post Office is overseer of two Federal units in the city—the main post office and courthouse, Ervay, Bryan, and St. Paul, with slightly less than 3,000,000 cubic feet of area, and the Terminal Station, Commerce, Houston, and Jackson, with in excess of 3,000,000 cubic feet of area. An operating force of 46 employees in the main building completely maintains the structure and its mechanical equipment, and does the custodial work. The post office itself occupies the first floor, a part of the basement, and a small portion of the second. The third floor is occupied entirely by the Federal courts and offices of the district attorneys, and the remainder of the building houses principally the Collector of Internal Revenue and other smaller Government agencies.

Sixty-five employees make up the operating personnel for the Terminal Station, where the first three floors and the major portion of the basement are utilized by the post office. The two top floors are used for other activities. Mechanics on the custodial force not only maintain a vast amount of mail handling equipment such as conveyors and canceling machines but also keep the freight and passenger elevators, heating and ventilating systems, and other facilities in operating condition.

There are few households and probably no business establishments in Dallas which do not in some measure depend upon the service rendered by the post-



PICTURED are (top, left) C. T. Rattan, superintendent of the money order section; (top, right) R. E. Jones, left, clerk, and G. A. Thornton, right, assistant superintendent of the money order section, shown operating a machine sorting punched cards representing paid money orders; (second from top) Ollie F. Whalley, clerk, left, and Claude B. Reed, right, superintendent of Terminal Station; (center) J. R. Smith, left, and E. M. McTyre, right, handling outgoing mail; (second from bottom, left) Sam Berry, general foreman at Terminal Station; (second from bottom, right) W. A. (Bill) Thorp, casing mail for delivery; and (bottom) Love Field branch.





W. B. HUDSON

office. To step up its efficiency, the Dallas Post Office is seeking to take its service to the people to a greater extent than ever before. As compared with 5 stations in 1922 and 8 in 1940, there are now 13 stations and branches in operation, with two more authorized to be established as soon as locations and buildings can be provided. Branches on the perimeter outside the city limits and stations within, together with 19 contract stations, are serving not only to place postal facilities within the reach of all but are helping greatly to reduce congestion at the General Post Office, completed in 1930, and the Terminal Station, occupied in 1937, both bursting their seams with postal activity. To augment the outgrown facilities steps were taken initially in 1943 for the addition of a building in the immediate vicinity of the Union Terminal.

To improve its services further, the Dallas Post Office is pioneering in training courses falling in two categories: Instruction for new employees and education of supervisors in personnel direction. The success of the Dallas office in this activity prompted the Post Office Department to call the supervisor in charge, D. K. Andrews, to Washington for a conference with 10 representatives of other large offices, held preparatory to launching the program generally throughout the country. The Dallas office is also pioneering in appraising and rating the work of supervisors, a practice now confined generally in the Department to employees only.

New ideas for improved methods and equipment are given high encouragement by the Dallas Post Office. The present city delivery system employed in the larger offices was largely developed originally in Dallas six years ago. Referred to previously is the wholly new distribution system, devised in Dallas, whose thorough trial was authorized by the Department. Still another instance is an improved case for the distribution of magazines and newspapers, developed and in use in Dallas, which is now being recommended by the inspection division for adoption as standard.

In the discharge of his administrative duties, Postmaster Payne explains that he concerns himself with the three "P's" of personnel, policies, and patrons' needs, finding time for civic activity in addition.

He points out that worker-management relations are cordial at all times and wholly free from friction. There are six organizations among the employees, with a seventh for supervisors. Some are affiliated with the American Federation of Labor. Four Dallas Post Office associations, together with that of the Railway Mail Service employees in Dallas, are publishing the monthly "Affiliated Postal News," which is a medium for the dissemination of personal and service news among the workers.

"Contrary to the belief in many quarters, Civil Service rules do not harbor and protect inefficiency and lack of diligence or attention to duty," the postmaster asserts. "They do protect the employee against hasty, ill-considered, and unjust disciplining on the part of the executive. While it requires more time than in private enterprise, any administrator with the will to do so can strain out and eliminate the drones and maintain a high level of efficiency and courtesy."

FEDERAL BUILDING and courthouse, top, houses General Post Office. Other scenes show: (second from top) Casing of incoming mail at main post office for city route delivery by letter carriers; (center) assorting of Dallas street mail by J. B. Tenery, Jr., left, and Mary J. Helfan, right, at Terminal Station; (second from bottom) Ambrose Morris, Sol Finkelstein, and Andrew R. Cox, left to right, distributing outgoing parcel post brought to second floor of the Terminal Station by conveyor belt; and (bottom) lineup of Model AA mail trucks.

A *New* NAME IN DALLAS BANKING

NATIONAL CITY BANK

of Dallas ★ *Formerly* THE LIBERTY STATE BANK

CAPITAL AND SURPLUS \$2,000,000

ELM AND ST. PAUL STREETS

★ December 30, 1946, The Liberty State Bank became the National City Bank of Dallas under a charter granted by the Comptroller of the Currency.

In our twenty-seventh year of banking service to Dallas and the great Southwest, we proudly take our position among the nation's leading banks as the National City Bank of Dallas.

Our change in status to that of a NATIONAL BANK adds to our long established spirit of cooperation and service to our friends and customers throughout the Southwest. Their confidence in us has made this significant step possible.

Officers

DE WITT RAY	President	T. W. RUTLEDGE	Assistant Vice President
ELLS C. HUGGINS	Executive Vice President	GLENN E. ALY	Assistant Cashier
WILLIAM R. HOGE	Vice President	ROBERT C. AYRES	Assistant Cashier
MICHAUX NASH	Vice President	W. HOMER CATHEY	Assistant Cashier
J. SID PULLIAM	Vice President	W. OTTO FROSCHE	Assistant Cashier
PHILLIP REID	Vice President & Cashier	HAMER H. HUFFHINES	Assistant Cashier
JOHN L. BOYNTON	Assistant Vice President	G. M. LONGCOPE	Assistant Cashier
ARCH T. HARRIS	Assistant Vice President	J. LEONARD SMITH	Comptroller
ALLEN E. McMURRAY	Assistant Vice President	BENJAMIN TALKINGTON	Auditor

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

1947 TAX CALENDAR

Dallas City and County, State of Texas and Federal

Prepared by FRED F. ALFORD & COMPANY, Certified Public Accountants

The most important taxes on individuals, partnerships and corporations located in Dallas, Texas, based on the laws in effect as of January 1, 1947, are shown in the following Tax Calendar. The calendar will serve as a reminder of the due date of reports and tax payments.

Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
January			
		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	File amended declaration of individual 1946 income tax (Form No. 1040-ES) if prior estimate is not within 80% of final tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay final installment of individual (estimated) 1946 income tax, or, in lieu thereof, file income tax return for 1946 (Form 1040) and pay balance of tax due.	Collector of Internal Revenue, Dallas, Texas
31		File employer's final return of income taxes withheld in 1946 (Form W-1), together with statements of income tax withheld on wages (Form W-2), and Reconciliation (Form W-3).	Collector of Internal Revenue, Dallas, Texas
31		Furnish receipt to employee on Form W-2 (in duplicate), showing wages paid and amount of tax withheld during the calendar year 1946.	
31	(c)	File 1946 Annual Federal Unemployment Insurance tax return (Form 940) and pay at least first quarterly installment.	Collector of Internal Revenue, Dallas, Texas
31		File Old Age Benefit tax return (Form SS-1a) for last calendar quarter of 1946, and pay tax.	Collector of Internal Revenue, Dallas, Texas
		State	
31	(c)	File Employer's Quarterly Contribution and Wage Report (Form TUCC-3) for last calendar quarter of 1946, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
31		Pay poll tax.	County Assessor and Collector
31		Pay 1946 City of Dallas property taxes, unless tax is being paid in installments.	City Assessor and Collector
31		Pay 1946 State and County property taxes, unless tax is being paid in installments.	County Assessor and Collector
February			
		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15		File Annual Information Return (Forms 1096 and 1099) for payments not subject to withholding of \$500.00 or more; dividends of \$100.00 or more. This form is not required with respect to wage payments from which federal income tax has been withheld and reported on Form W-2 to the Collector of Internal Revenue.	Commissioner of Internal Revenue, c/o Processing Division, New York, N. Y.
March			
		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	File 1946 partnership return (Form 1065).	Collector of Internal Revenue, Dallas, Texas
15	(b)	File 1946 fiduciary return (Form 1041).	Collector of Internal Revenue, Dallas, Texas
15	(b)	File 1946 corporation income tax return (Form 1120), and pay at least 1/4 of tax due.	Collector of Internal Revenue, Dallas, Texas
15		File 1946 gift tax return (Form 709) and pay tax thereon.	Collector of Internal Revenue, Dallas, Texas
15	(b)	File individual income tax return for calendar year 1946 (Form 1040 or withholding receipt Form W-2). Any excess of tax shown on Form 1040 over amounts withheld and paid in 1946 must be paid at time of filing return. Any balance due on Form W-2 will be billed to the taxpayer by the Collector of Internal Revenue. In the event of a credit on either Form, refund will be made by the Collector or credit allowed on 1947 taxes.	Collector of Internal Revenue, Dallas, Texas

Notes: (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the Government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.

(b) Applies to calendar year taxpayers.

Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year.

For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays at least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.

An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.

(c) Employers of eight or more individuals are subject to this tax.

We Have Watched with Interest

the phenomenal progress of DALLAS, a true symbol of the fine community which this splendid magazine represents.

We Share in the Success

that has come to the official publication of the commercial and industrial interests of Dallas because our enthusiasm as one of its first advertisers dates back twenty-five years.

We Are Conscious of Values

that are available in DALLAS Magazine to those who seek "value received" in the selection of worthwhile advertising media.

We Extend Our Congratulations

to the Dallas Chamber of Commerce, the staff of DALLAS Magazine, and to all others who have contributed to the success of this popular publication for the past 25 years.

**DALLAS RAILWAY
& TERMINAL COMPANY**

Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
March (Continued)		Federal (Continued)	
15	(b)	File declaration of individual (estimated) income tax for calendar year 1947 (Form 1040-ES) and pay first installment of estimated tax. Amendments to first declaration may be made as late as January 15th of the succeeding year.	Collector of Internal Revenue, Dallas, Texas
		State	
15		File 1947 corporation state franchise tax return. Tax to be paid not later than May 1, 1947.	Secretary of State, Austin, Texas
31		Last day for listing real and personal property for city taxes, year 1947.	City Assessor and Collector
April		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
30		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
30		File Old Age Benefit tax return (Form SS-1a) for first calendar quarter of 1947, and pay tax.	Collector of Internal Revenue, Dallas, Texas
30	(c)	Pay second quarterly installment of 1946 Federal Unemployment Insurance tax.	Collector of Internal Revenue, Dallas, Texas
		State	
1		Pay motor vehicle license.	County Assessor and Collector
30		Pay second installment of City of Dallas 1946 property taxes.	City Assessor and Collector
30		Last day for listing real and personal property for State and County taxes, year 1947, and claim homestead exemption.	County Assessor and Collector
30	(c)	File Employer's Quarterly Contribution and Wage Report (Form TUCC-3) for first calendar quarter of 1947, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
May		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
		State	
1		State of Texas franchise tax is delinquent if not paid by this date.	Secretary of State, Austin, Texas
June		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay second installment of 1946 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay second installment of individual (estimated) 1947 income tax.	Collector of Internal Revenue, Dallas, Texas
		State	
30		Pay second installment of State and County 1946 property taxes.	County Assessor and Collector
July		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
31		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
31		File Old Age Benefit tax return (Form SS-1a) for second calendar quarter of 1947, and pay tax.	Collector of Internal Revenue, Dallas, Texas
31	(c)	Pay third quarterly installment of 1946 Federal Unemployment Insurance tax.	Collector of Internal Revenue, Dallas, Texas

Notes: (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the Government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.

(b) Applies to calendar year taxpayers.

Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year. For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays at least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.

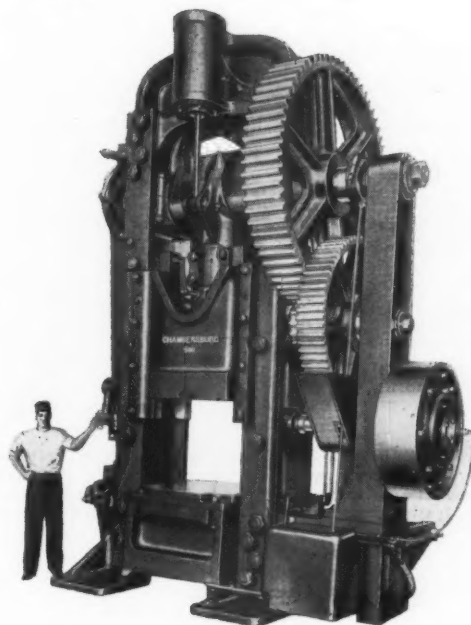
An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.

(c) Employers of eight or more individuals are subject to this tax.

f r o m



t o



For fifty years Briggs-Weaver has had an important part in supplying the industrial machinery needs of the Southwest. Whatever the requirements today, small or large, Briggs-Weaver will maintain its reputation as "The House of Service."



Dallas, Texas

FOR 50 YEARS "THE HOUSE OF SERVICE"

Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
July (Continued)		State	
31	(c)	File Employer's Quarterly Contribution and Wage Report (Form TUCC-3) for second calendar quarter of 1947, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
August		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
September		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay third installment of 1946 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay third installment of individual (estimated) 1947 income tax.	Collector of Internal Revenue, Dallas, Texas
October		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
31		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
31		File Old Age Benefit tax return (Form SS-1a) for third calendar quarter of 1947 and pay tax.	Collector of Internal Revenue, Dallas, Texas
31	(c)	Pay last quarterly installment of 1946 Federal Unemployment Insurance tax.	Collector of Internal Revenue, Dallas, Texas
		State	
31	(c)	File Employer's Quarterly Contribution and Wage Report (Form TUCC-3) for third calendar quarter of 1947, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
November		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
		State	
30		If 1/2 of the City of Dallas property taxes are paid by November 30, 1947, second 1/2 is due on or before April 30, 1948; otherwise entire tax is due on or before January 31, 1948.	City Assessor and Collector
30		If 1/2 of County and State property taxes are paid by November 30, 1947; second 1/2 is due on or before June 30, 1948; otherwise entire tax is due on or before January 31, 1948.	County Assessor and Collector
December		Federal	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay final installment of 1946 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
		State	
31		File Chain Store Tax Return (Form 900 (1-46)). Tax is due at time of filing return.	Comptroller of Public Accounts, Austin, Tex.

Notes: (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the Government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.

(b) Applies to calendar year taxpayers.

Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year. For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays at least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.

An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.

(c) Employers of eight or more individuals are subject to this tax.



When you ride a



You ride a Champion!

The Famous James lightweight motorcycle from England has won five out of seven major awards for performance! A winner, too, in *economy* . . . gives 120 miles-per-gallon; in *easy-riding comfort* . . . with bump-erasing springs; in *safety* . . . with perfectly controlled, two-wheel automobile type brakes; in *power* . . . with internationally renowned Villiers motor; in *appearance* . . . with handsome maroon-and-blue paint job! Now equipped with tool box, luggage carrier and *wind-guard.

\$298 Plus 7% tax

1/3 Down, Balance 6 Months

*Deluxe equipment extra

**•IMMEDIATE
DELIVERY!**

Pacific at Olive

S. H. LYNCH & CO.
Sales • Parts • Service

IN DALLAS *Last Month*

The Dallas Retail Millinery Council has reelected its officers for another year: LOUIS GLICK, president; LOU DAVIS, vice president; LAURA KLEIN, secretary-treasurer; and JACK HERMER, chairman of advertising.



Division Manager. Edward W. Brady, Dallas representative for Mead Johnson & Company for the last nine years, has been appointed manager of the new Dal-

las division branch opened by the company on the seventh floor of the second unit of the Santa Fe Building. Mead Johnson, manufacturer of infant diet materials, will channel advertising and professional service department activities for the Southwest through the new Dallas office and will make shipments of products to this area from the Dallas warehouse. Mr. Brady is president of the Medical Service Society.

LACY E. CRAIN, overseas veteran, is manager of the new Consolidated Furniture Company at 4828 McKinney.

New dean of students at the Dallas Academy of Photographic Arts, 1905 North Harwood, is ROBERT THOMPSON, aerial photographer during the war.

Dallas sales representative for Falk Corporation of Milwaukee at 3304 Lovers Lane is REGINALD L. (TONY) MIDDLETON, formerly director of purchases for Continental Supply Company at Dallas.



Regional VA Manager. Robert C. Rice, veteran of both World Wars and formerly assistant director of vocational rehabilitation and education in the Dallas branch office of the Veterans' Administration, has been named manager of the Veterans' Administration regional office at Dallas, succeeding Tom R. Rayburn. Percy J. Mims, former chief of training facilities, has been advanced to Mr. Rice's former position; Cecil L. Covington has succeeded Mr. Mims; and Morton Brooks has been promoted to assistant chief of the training facilities division.

RALPH POWERS and BYRON CLARK have opened a new automobile, insurance and loan office at 3001 Gaston, under the firm name of Powers & Clark, both formerly associated with Wright Titus Finance Company in Dallas.

The Strachan Shipping Company of New Orleans, La., has reopened its Dallas office in the Cotton Exchange Building, with A. M. ALVAREZ, who has been in the transportation business for 29 years, as southwestern traffic manager.

E. S. WILLIS has been named executive representative in Dallas for the Texas Employers' Insurance Association and the Employers' Casualty Company.

*Design of Subdivisions, Apartment Projects, Shopping Centers
and Country Estates*

OTTO PHILLIPS
SITE PLANNER AND LANDSCAPE ARCHITECT
DALLAS, TEXAS

212 South St. Paul St.

Phone R-8081

PAINTABLE PERMANENT
ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PATENT OFFICE

More than a million square feet of Acousti-Celotex has been installed successfully in this area. This famous perforated fibre tile, most widely used of all sound conditioning materials, is available.

If you have a noise problem, start with a room or corridor in your building to prove the benefits of Acousti-Celotex. It can be quickly applied without disturbing routine, and can be repeatedly painted without loss of efficiency.

S. W. NICHOLS COMPANY
Acoustical Technicians and Contractors

DALLAS: T3-2166

HOUSTON: CAPITOL 6020

**DALLAS LINEN
SERVICE COMPANY**

2804 LIVE OAK STREET
DALLAS 1, TEXAS

1922 TWENTY-FIVE YEARS AGO

DALLAS

Single Ad in Chamber Magazine Pays for Year's Contract

Shown herewith are letters indicating the strong pulling power of advertising in the Chamber magazine, "Dallas," circulating as it does among the BUSINESS LEADERS of the city.

"Chamber of Commerce, Dallas.—You will find herewith our check for \$29.75 in payment for our ad in the June issue of 'Dallas' on our contract for a year. Please permit us to call attention to the unusual results which we have gotten from our first ad. Although we have eleven more issues to run, we have already received almost sufficient results to pay for the entire year's contract. We are highly pleased and are speaking a good word for your magazine wherever the opportunity presents itself.

—W. Marion Newman, Pres. Commercial Printing & Letter Service Co."

"Chamber of Commerce, Dallas. We are running a little advertisement in your magazine, 'Dallas,' offering to furnish white prints of the down town districts of all Texas and Southwestern cities to those interested in locating in any of these places, and today we received an inquiry from Worcester, Mass., the writer stating that he read the magazine in the Public Library of that city.

—Frank L. McNeny, McNeny & McNeny."

"Chamber of Commerce, Dallas:—It is my pleasure to advise that the advertisement of the International Time Recording Company of which I am the Dallas sales agent, which has been running in your publication under the heading of the Business Systems Club, has proven to be one of the best investments of this kind in my experience. My company in New York has written me commenting on the first of this advertising and the first insertion was the direct cause of a sale that paid for the entire six months' contract. I wish to volunteer this information as coming from myself personally, and from my own assured that we are you may be assured that we are our Chamber of Commerce.—R. H. Austin, Pres., Business Systems Club of Dallas."

"Eighty-five per cent of the business failures the past year occurred among firms which did not advertise."

This statement is from Bradstreet's Commercial Agency, which is as unbiased an authority as can be found in the world. It compiles its information from statistics; not guess work. Bradstreet's has spent considerable time and money in collecting and tabulating this information, pointing to one of the elements of business success.



W. MARION NEWMAN
His advertising in DALLAS twenty-five years ago helped begin another Dallas Success Story.

TY at G. An ter Su m: ra to e
S. th eu to ' The than peopl 25,000 and r comp 1923

Ce et C I

P T L K ac St H, liat Thi 500 hac 1 D: \$7

1947 Today RESULTS

Throughout the Dallas Southwest—DALLAS commands the favorable attention of business executives. Today—even more than twenty-five years ago—Advertisers in DALLAS know their copy produces RESULTS.

INTERNATIONAL CORRESPONDENCE SCHOOLS

SCRANTON 9, PA.
18 December . . . in the 56th Year of IOS...1946

Mr. Thomas J. McHale, Advertising Manager,
DALLAS MAGAZINE
Chamber of Commerce Building
Dallas 1, Texas

Dear Mr. McHale:

As the end of the first post-war year draws to a close, I wish to express my appreciation for the fine results the Dallas Division of the Schools have secured from the past year's advertising in your truly beautiful and most useful business magazine.

Directly attributable to the School's advertising in DALLAS are a large group enrollment with HAMMOND LAUNDRY MACHINE COMPANY at Waco, and a splendid group enrollment with MACHINERY SALES AND SUPPLY COMPANY, Dallas. Numerous inquiries as to industrial training plans have been received from concerns as far west as New Mexico, to the north as far as Omaha. In this morning's mail I have an inquiry of J. A. Piper Roofing Company in Greenville, South Carolina, wanting to know details of setting up a training program for their veteran on-the-job schedule. We anticipate the biggest year in IOS history during 1947.

You may be sure that we intend to continue such lucrative type of advertising.

Yours very truly

E. Livingston, Division Supt.,
DALLAS DIVISION
1803 Forest at Harwood
Dallas Texas



BF at Cha Wt. being c 500,000 that impo tained at I

Dallas

Published Every Month by the Dallas Chamber of Commerce
CLIFTON BLACKMON, Editor • THOMAS J. McHALE, Advertising Manager

Cone Photo Studio Moves Into Larger Quarters

Thomas K. Cone, Jr., commercial photographer, has moved his studio from 1717½ Commerce to enlarged, remodeled quarters on the second floor of the Gattis-Pearce Studio Building, 2027½ Young, to provide facilities for expanding business. Mr. Cone founded his photographic firm in 1940 as a one-man organization, re-established it in 1945 after two and a half years in the Army as an aerial photographer, and has recently added the services of Harold Ross to his photographic staff.

New president of the Dallas Electric Club is WALTER G. MOORE, vice president and assistant general manager of the Dallas Power & Light Company. Other officers are: VERNON YOUNG, first vice president; R. J. WEST, second vice president; WALTER BLAIR, secretary; and TOM H. OWENS, treasurer.

COLQUITT T. McCUTCHEON has been transferred from Birmingham to Dallas as branch manager for H. J. Heinz Company, succeeding CLIFFORD J. WATTS, moved to a similar post at Cincinnati.



General Manager. W. H. Davison, formerly assistant to President James A. Lewis of Core Laboratories, Inc., has been named to the newly created post of vice president and general manager for Core Laboratories in Dallas, 2151 Fort Worth Avenue, headquarters for the company's operations in Texas, Louisiana, Kansas, Oklahoma, Mississippi, California, Indiana, and Colorado.



Dallas SAIE Chairman. Chris H. Hobson, editor of "Texas and Pacific Topics", Texas and Pacific Railway, has been elected chairman of the Dallas Chapter of the Southwestern Association of Industrial Editors for 1947, succeeding Clifton Blackmon, editor of DALLAS. Other officers include Ira D. Ewing, Padgett Printing Company, vice chairman; and Mrs. Lois M. Burris, editor of "Brickbats and Bouquets," Employers' Casualty Company, secretary-treasurer.

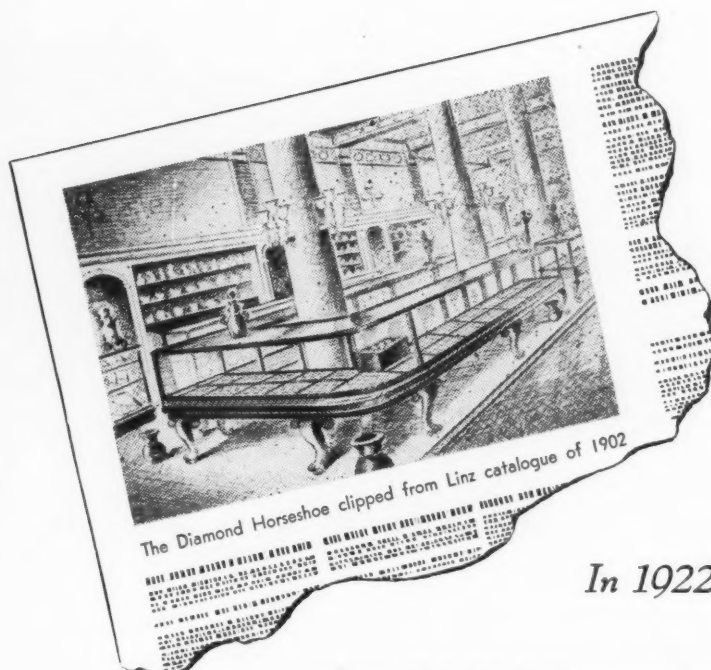
CHARLES L. HENRY & ASSOCIATES CONSULTING INDUSTRIAL ENGINEERS

Phone J-8-1686
3402 McFarlin Blvd. Dallas

The age of Stardust

Gittings
F. R. P. S.

DALLAS • 2500 CEDAR SPRINGS
HOUSTON • LAMAR HOTEL

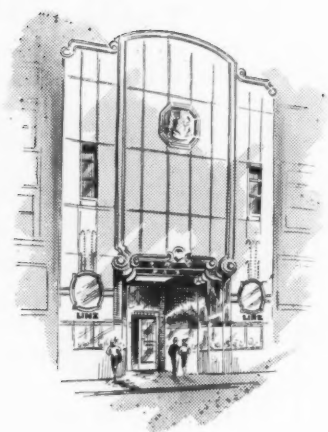


In 1922

when *DALLAS* magazine was founded . . .

The Linz Jewelists

were celebrating their Forty-Fifth Anniversary



In 1947

LINZ
Jewelists
70th Year



A. I. A. Chapter President. J. Murrell Bennett has been elected president of the Dallas Chapter of the American Institute of Architects, which has been set up to

replace the North Texas Chapter, founded in 1913. Other officers include Herbert M. Tatum, vice president; John P. Wiltshire, secretary; and Joseph M. Mills, treasurer. Directors for 1947 are Thomas D. Broad, Jon D. Carsey, and W. Ralph Merrill.

PAUL O. ELLIS, formerly assistant superintendent of the Eastern division at Franklin, Mo., has been appointed assistant superintendent of safety for the Missouri-Kansas-Texas Railroad, with headquarters at Dallas.

The membership of the new executive committee of the Associated Press Managing Editors' Association includes FELIX R. McKNIGHT, assistant managing editor of the "Dallas Morning News."



Realtors' Head. W. Jack Moser, partner in the firm of A. C. Moser and Company, has been elected president of the Dallas Real Estate Board. Other officers are Roy B. Eastus, first vice president; J. W. Lindsley, Jr., second vice president; and Bruce Pelton, secretary-treasurer. New directors include John R. Coon, Howard W. Dunham, Jess F. Lafferty, Walter E. Kline, Langston Majors, Charles T. Paul, Ralph A. Porter, Leslie A. Stemmons, Voris C. Young, and Richard V. Works, the retiring president.

CARL M. BROWN of Dallas has been elected president of the new Texas Home Builders' Association.

Members of the Dallas Florists' Club have elected BARNEY McDONALD president for 1947.

Adleta

**SHOW CASE AND FIXTURE
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS, TEXAS

**DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS**

"Fifty Years on Heavy Engineering Projects"

SPECIAL CONSTRUCTION DIVISION

PETROLEUM

CHEMICAL

UTILITY

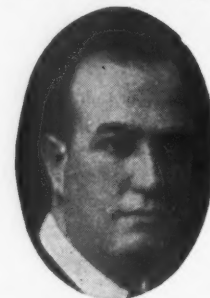
This important Grafe-Callahan Division is equipped to handle projects involving the installation of complicated precision machinery. This includes Recycling Plants, Gasoline Plants, Carbon Black Plants, Pipe Lines, Refineries, Chemical Plants, Powerhouses and Power Lines.

**Grafe - Callahan
Construction Co.**

DALLAS

LOS ANGELES

**FOR ACTION
ON REAL ESTATE**



**Call
ZEKE
GRIMES**

**TELEPHONE
L-4154**

SPECIALIZING IN RESIDENTIAL, SUBURBAN, INDUSTRIAL AND BUSINESS PROPERTY, ALSO TOURIST COURT SITES.

Offices 3519 Oak Lawn



Industry's best
solution to many
corrosion problems

CUSTOM ^{HOT DIP} Galvanizing

**Plastic Coating
SOON**

INDUSTRIAL COATINGS, PLASTIC CEMENTS, IMPREGNATIONS, LAMINATED LININGS.

To provide more comprehensive corrosion prevention facilities over a broader field of conditions and equipment, we are installing a plastic coating process, which has proven highly efficient in combating corrosion under extreme and widely varying chemical and acid conditions.

Wherever you have steel products or equipment, corrosion is continuously and vigorously attacking...shortening their life...increasing your maintenance costs.

Nowery J. Smith Company corrosion prevention services and facilities offer you the proven, efficient, economical method of stopping corrosion's heavy

toll. An almost unlimited number of your steel products and equipment, in a wide variety of services, can be Hot-dip Galvanized or Plastic Coated...adding years and years of service to their life...eliminating high maintenance costs and premature replacements.

If you are a user or manufacturer of steel products or equipment, you are invited to discuss corrosion prevention with our engineers. They will gladly help you determine the most effective corrosion prevention application for your products and equipment. Submit your corrosion problems for analysis...no obligation.

**Nowery J. Smith
COMPANY**

Hempstead Highway and Eureka Street

HOUSTON 8, TEXAS
P. O. Box 7398

Extensive facilities for pickling... sand blasting... paint spraying for special types of coatings.
(Complete export shipping facilities)

MAJOR INDUSTRY . . .

PUBLIC SERVICE . . .



AERIAL VIEW, BAYLOR UNIVERSITY HOSPITAL

As a city expands, its hospitals must also expand to protect the health of the community. Baylor University Hospital, vigilant for 37 years in safeguarding the health of our citizens, is now giving the greatest volume of service in its history, running 158 per cent of pre-war admissions.

BAYLOR UNIVERSITY HOSPITAL . . .

- Employs over 700 people, with a yearly payroll in excess of \$1,000,000.00.
- Admitted 23,388 patients from throughout the Southwest last year.
- Ranks 95th in size among general hospitals of the nation . . . but jumped to 13th place nationally in number of patients admitted last year.
- Has the 8th largest surgical service in the nation.
- Ranks 10th among the nation's hospitals in number of births.
- Has won national and international recognition for its scientific research program, particularly in the field of blood research.

BAYLOR UNIVERSITY HOSPITAL

LAWRENCE PAYNE, *Administrator*

DALLAS, TEXAS



Traffic Men Elect. Norman Mansfield, assistant general freight agent for the Missouri-Kansas-Texas Railroad, has been elected president of the Traffic Club of Dallas for the ensuing year. Other new officers are W. B. Jester, Murray Company, first vice president; J. H. Webberly, Frisco Lines, second vice president; M. A. McCann, Standard Brands, third vice president; and K. L. Hartman, Morton Salt Company, secretary-treasurer. John B. Graves, Murray Company, the outgoing president, has become chairman of the board of governors. Other governors include: Transportation, H. W. Cook, Fred Gillette, Frank Jensen, Norman Mansfield, George W. Sanberg, and J. H. Webberly; and industrial, H. B. Donihoo, C. R. Gartrell, K. L. Hartman, W. B. Jester, M. A. McCann, J. R. Millikan, and W. S. Mosher, Jr.

Newly elected director of the Baptist General Convention of Texas is DR. WALLACE BASSETT, pastor of the Cliff Temple Baptist Church.

PAUL G. BENTLEY CO.

Engineers

DALLAS • TEXAS

ELECTRICAL • MECHANICAL • REFRIGERATION
INDUSTRIAL AND UTILITY ENGINEERS

KIRKPATRICK-THOMPSON CO.

PAUL KIRKPATRICK R. W. (BOB) THOMPSON
M. CULLUM THOMPSON

INSURANCE
(ALL KINDS)

SURETY BONDS

**STANDARD STOCK COMPANIES
ONLY**

Phone Central - 7184

1001-6 PRAETORIAN BUILDING

FIRST FOR THIRST!

Bluebonnet
EXTRA PALE BEER



DALLAS - FORT WORTH BREWING COMPANY • DALLAS, TEXAS

HUEY & PHILP

Commemorating its
75th Anniversary Year
1872-1947

pays tribute to

DALLAS MAGAZINE

on its

25th Anniversary Issue
1922-1947

HUEY & PHILP HARDWARE COMPANY

EXCLUSIVELY
WHOLESALE

DALLAS,
TEXAS

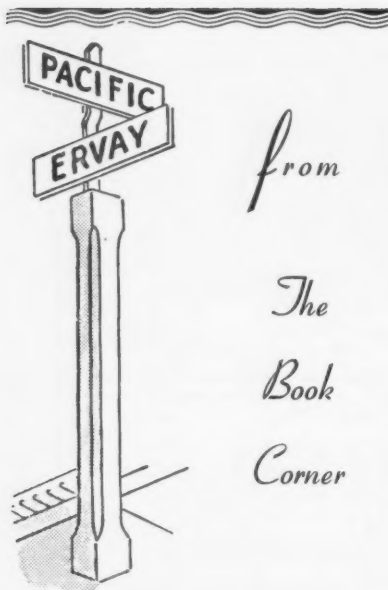
You and your family will enjoy
Jay's MARINE GRILL
SEA FOODS — and those
delicious
HOT ROLLS

BUSINESS MAN'S LUNCH...

WE ARE OPEN FOR LUNCH AT 11:30 AND WE
SERVE YOU FAST. A VARIETY OF COOKED
MEATS, ENTREES AND FRESH VEGETABLES.

**Fast
Service**

3718 HALL AT OAK LAWN



from
The
Book
Corner

Outstanding Books for 1947

- ★ **LYDIA BAILEY**
Kenneth Roberts
\$3.00
- ★ **PAVILION OF WOMEN**
Pearl S. Buck
\$3.00
- ★ **INFORMATION PLEASE**
Almanac 1947
\$2.00
- ★ **LOOK AT AMERICA**
Editors of *Look*
\$12.50

Where you'll always find the right
book for everyone.

Postage Paid
Any Time—Anywhere

BOOKS OF ALL KINDS
**Baptist
BOOK STORE**

Ervey at Pacific

R-3366



The Cherokee Nation

By Marion L. Starkey. Published by
Alfred A. Knopf. 355 pages. \$3.50.

The initial impulse to write "The Cherokee Nation" came to Marion L. Starkey as a consequence of what she witnessed in Czechoslovakia in the fateful year 1938. The book is dedicated to the memory of her Czechoslovakian friends, not one of whom survived the concentration camps and gas chambers of the Nazis. She writes with warmth and sympathy, and tells with depth of feeling this story of the great Cherokee Nation. This is a story which is too-little-known, and one which all Americans will do well to read. For us who, as a nation, hate injustice and oppression, its pages hold much food for thought.

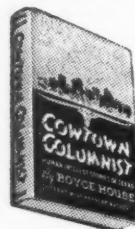
This is the history of a great and beloved people, both before and after they were uprooted and forced to travel that bitter road known as the Trail of Tears. The Cherokees numbered an estimated 25,000 when DeSoto first contacted them. They were possibly the most potentially powerful nation in the East and roamed the vastest lands. Their strength, however, was not commensurate with their number and they were too scattered for national unity. In the late 1830's, the United States Government undertook to uproot the Cherokee Nation from its ancient and beloved lands in Georgia and adjoining states, and transplant it bodily to the trans-Mississippi region that was to become the Indian Territory and eventually Oklahoma. The removal came at the end of a three-cornered tug of war that had gone on for years, with the Federal Government, the State of Georgia, and the Cherokee Nation as the principal contenders. The long contest involved as factors, before it was over, the Supreme Court of the United States, the President of the United States, prominent spokesmen in both House and Senate, the Georgia Militia, the War Department, and the United States Army. Nation-wide public opinion was involved and a great amount of prejudice.

"The Cherokee Nation" tells the story of these years of contest, of the exodus, and of the remnant—of the once great nation. There is today a small remnant

occupying an inconspicuous reservation in Cherokee, N. C., with other descendants in scattered places. It is a story rich in legend and folklore, portraying the heart of a dying people, clinging in simple reasoning to what they believed could not be changed or taken from them. The author wrote her book after extensive research and she has done a most capable piece of work. It bespeaks her deep protest against inhumanities and enforced suffering, intensified by her experiences in Europe during World War II. In fact, the similarity of events and facts is notable. She has written the story with eloquent fullness of detail and in the spirit of charity for all, even for those who showed none.

The author was born in Worcester, Mass., and holds degrees from Boston University. Her career has included journalism and teaching. She served for two years as a WAC in World War II, which service took her to Africa and to Central Europe as a translator and editor for the OSS.—Mrs. Estelle Amos.

Cowtown Columnist by BOYCE HOUSE



A Treasure House of Human Interest: True Adventure, Romance, History, Humor, Philosophy and Sentiment



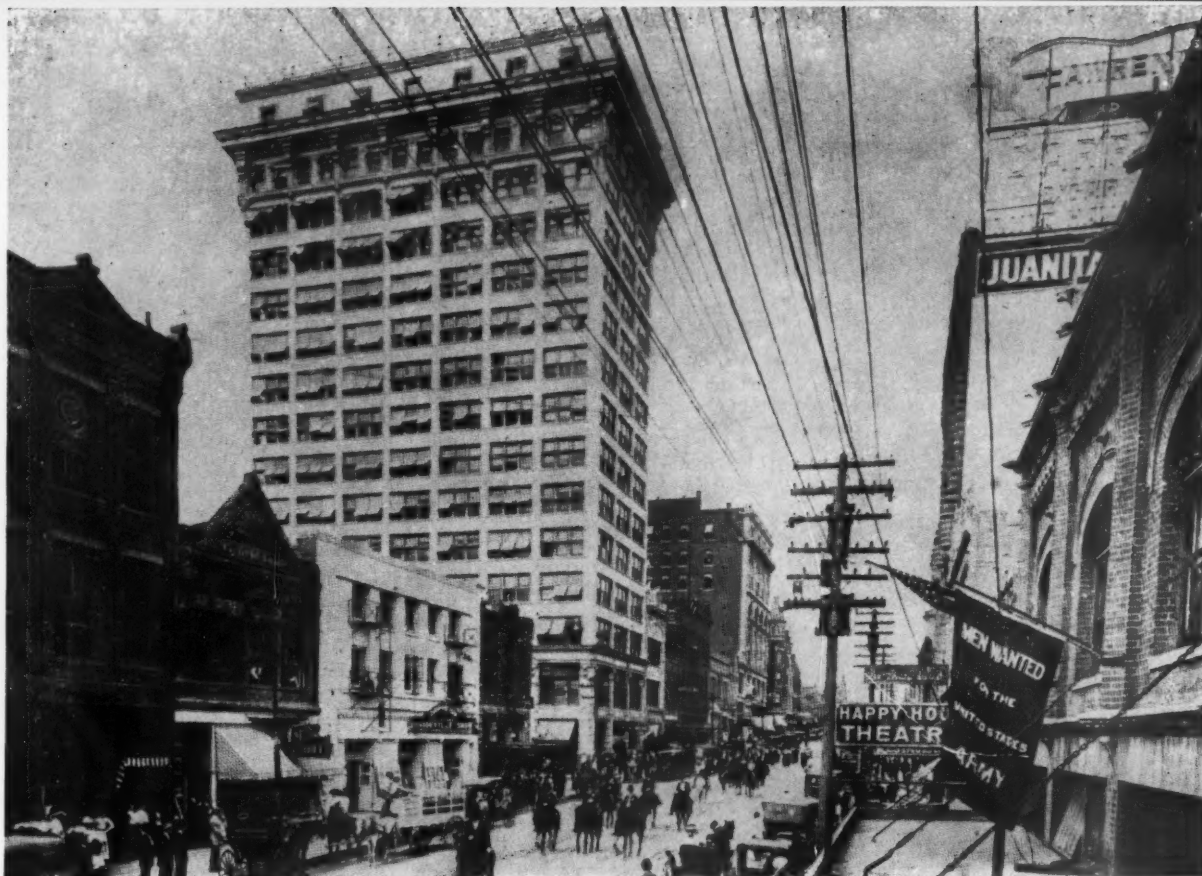
Only Texas Could Produce Such Tales
and
Only Boyce House Could Tell Them

Price \$3.00

**Presbyterian
BOOK STORE**

1814 Main Street

R-5546



Looking East on Main Street past Dallas' First Skyscraper—The Praetorian Building—1909

Dallas' First Skyscraper—the Praetorian Building—marked the beginning of Dallas' Modern Skyline. The founding of the Praetorians in 1898 marked the beginning of Texas Life Insurance Development.

As Texas Oldest Life Insurance Organization the Praetorians have carried on for almost half a century—through war and peace—prosperity and depression. More than Twenty Million Dollars have been paid in benefits to policyholders.

Today the Praetorian Building is still one of Dallas' finest office buildings—a monument to the foresight and courage of the founders. The Praetorians are a Thirteen Million Dollar Legal Reserve Insurance Organization known for stability and fair dealing from ocean to ocean.

THE PRAETORIANS

ESTABLISHED 1898

LEGAL RESERVE LIFE INSURANCE



Baylor Nurse Director. Miss Mildred McGonagle, formerly assistant to the dean of nurses at Baylor University Hos-

pital, has been named director of nursing service as well as associate professor of nursing. She has had 10 years of teaching and administrative positions in various hospitals throughout the country.

New president of the Dallas County Medical Society is DR. JOHN C. YOUNG, successor to DR. E. C. FOX. Other officers include DR. HOWARD SHANE, vice president; DR. W. W. FOWLER, secretary-treasurer; DR. HALL SHANNON, DR. DAVID W. CARTER, and DR. G. E. BRERETON, delegates; and DR. B. E. PARKS, DR. JACK G. KERR, DR. A. B. SMALL, DR. RIDINGS E. LEE, and DR. ROBERT F. SHORT, alternate delegates. DR. EDWARD WHITE is the president-delegate for 1948. DR. J. L. GOFORTH has been named to the alternate board of censors.

A long-time secretary of the State Fair of Texas, ROY RUPARD has been elected a vice president of the Association of Fairs and Expositions of the United States and Canada.



Personnel Association Chief. A. C. Michaelis, assistant cashier and head of the personnel department of the Federal Reserve Bank in Dallas, has been elected president of the Personnel Association, succeeding M. B. Bogarte. Other officers elected for the ensuing year are Miss Frances Sherard, commercial vice president; Elmer Scott, educational vice president; Roy Roberts, governmental vice president; D. Y. Robb, industrial vice president; and Mrs. Wilson Blair, secretary-treasurer.

RAE E. SKILLERN has been named vice president of the Dallas Health Museum.

Thanks and Best Wishes

to

DALLAS

MAGAZINE

for 25 Years of Outstanding Service

to Dallas People



Hardware . . . Implements
Automotive Supplies
Sporting Goods
Saddlery and Harness
JUMBO Seat Covers

- MANUFACTURERS
- DISTRIBUTORS
- EXPORTERS

Forward With Dallas
Since 1869

**THE
SCHOELLKOPF
COMPANY
DALLAS**

"56 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors

Our 56 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366

**Metropolitan
BUSINESS COLLEGE**

58 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

Serving the Dallas Southwest

Today as twenty-five years ago this institution is serving the needs of the Dallas Market with nationally-known merchandise.

- FLOOR COVERING
- MAZDA LAMPS
- ELECTRIC REFRIGERATORS
- LINSEED OIL
- STOVES
- RADIOS
- CHINAWARE
- GLASSWARE
- FURNITURE
- BUILDING MATERIALS
- ELECTRICAL APPLIANCES
- CHEMICALS

Peaslee-Gaulbert Corp.

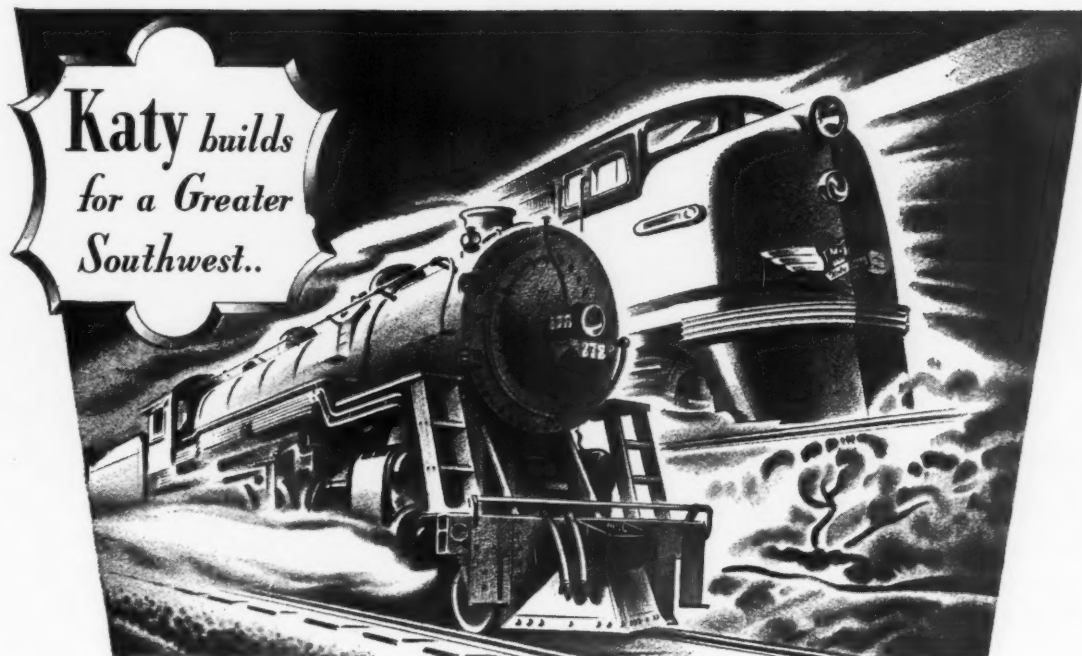
Since 1867

Wholesale Only

2700 CANTON STREET

DALLAS

RIVERSIDE-9671



Katy Means Business!

Smooth-rolling speed is characteristic of the Katy. Katy's new streamliners will be roaring across the nation in 1947 on truly high-speed schedules. And what luxurious accommodations will be yours—amazing traveling comforts far beyond your fondest hopes. Yes, Katy's determined program to afford the finest, the fastest in modern transportation is moving full speed ahead. Schedules between Texas and St. Louis are slashed . . . through service to and from the Great Southwest and the Metropolitan East is available . . . modern Diesels will move

Katy Freight at passenger train speeds . . . and radio-controlled Katy trains will soon leave the experimental stage.

Yes, Katy is keeping the promise . . . the promise to provide the ultimate in transportation services and facilities. Katy is building for business and pleasure . . . building, too, for those far-sighted men and women of industry who will find the Katy-served Southwest the land of greater opportunity. So when you ship or travel to and from the Southwest, Okay Katy.



MISSOURI-KANSAS-TEXAS

RAILROAD SYSTEM



BUSINESS CONFIDENCE Built on Years of Service

☆ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY

Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY

Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.

Street Railway

1872 SANGER BROS.

Retail Department Store

1875 DALLAS TRANS. & TERM. WHSE. CO.

Warehousing, Transportation
and Distribution

1875 FIRST NATIONAL BANK IN DALLAS

Banking

1876 TREZEVANT & COCHRAN

Insurance General Agents

1876 FAKES & COMPANY

Home Furnishings

Established

1885 MOSHER STEEL COMPANY

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. LINDSLEY & COMPANY

Real Estate, Insurance

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.

Printing and Advertising

1893 FLEMING & SONS, INC.

Manufacturers—Paper and
Paper Products

1899 DALLAS PLUMBING COMPANY, INC.

Plumbers

1900 JOHN DEERE PLOW CO.

Agricultural Implements

1902 CULLUM & BOREN COMPANY

Wholesale and Retail
Sporting Goods



In sharp contrast with its modern plant at 1800 North Lamar, the first Dallas home of the First Texas Chemical Company at 111 South Market is pictured above as it appeared in 1903 when the firm moved to this city from Paris, Texas, where it was founded two years before. Today's expanded facilities reflect the growth of this pioneer pharmaceutical manufacturing concern which has been supplying the medical profession of Texas for nearly half a century.

Established

1903 DALLAS NATIONAL BANK

Banking

1903 ACME SCREEN COMPANY

Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

1903 REPUBLIC INSURANCE COMPANY

Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance

1903 FIRST TEX. CHEMICAL MFG. CO.

Pharmaceutical Manufacturers

1904 ATLAS METAL WORKS

Sheet and Metal Manufacturers

Established

1906 HESSE ENVELOPE COMPANY

Manufacturers of Envelopes
and File Folders

1909 THE SOUTHERN SUPPLY COMPANY

Wholesale Hardware and
Industrial Supplies

1911 GRAHAM-BROWN SHOE COMPANY

Manufacturing
Wholesalers

1912 STEWART OFFICE SUPPLY COMPANY

Stationers—Office Outfitters

1914 TEXAS EMPLOYERS INSURANCE ASS'N

Workmen's Compensation
Insurance





Heads Auto Dealers. C. M. Johnson of Johnson Bros. Chevrolet Company, has been elected president of the Dallas Automotive Trades Association, succeeding Irvin W. Walls. Miles F. Hall, Dallas Nash Company, has been named vice president, and J. J. Horn, Horn-Williams Motor Company, treasurer. Gladys E. Walker is executive secretary. Ben E. Griffin, Ben E. Griffin Auto Company, has been elected to the board of directors, succeeding Harry Bogue. Mr. Walls, as retiring president, will serve on the board for one year. Other board members are W. O. Bankston, N. J. De Sanders, Jr., Carl Sewell, and E. B. Mohr.

GRAYSON GILL

Architect and Engineer

306 Great National Life Building

Hudson & Hudson

Industrial and Business Properties

Sales, Leases and Management

Praetorian Building

PHONE R-9349 — DALLAS

Alex D. Hudson

James S. Hudson

Consulting Engineers

City Planning

and

Municipal Engineers

KOCH & FOWLER

RIVERSIDE 2533

Great National Life Bldg.

Dallas

Call R-8585
Stewart's
FOR
OFFICE SUPPLIES
EQUIPMENT • STATIONERY

1523 COMMERCE STREET

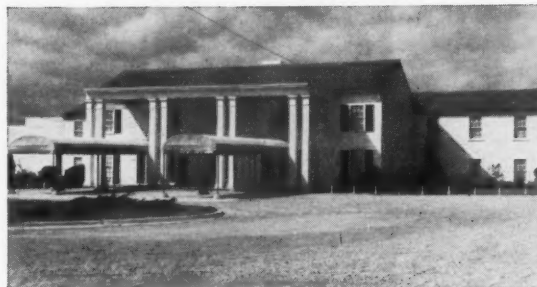
Dallas Rupe & Son

INVESTMENT BANKERS

KIRBY BLDG.

DALLAS

THE PLANTATION



56,000 SQ. FT.

FOR
INFORMATION

Write or
Contact

MR. W. T.

GILLET

at the

Plantation

D-4-5151

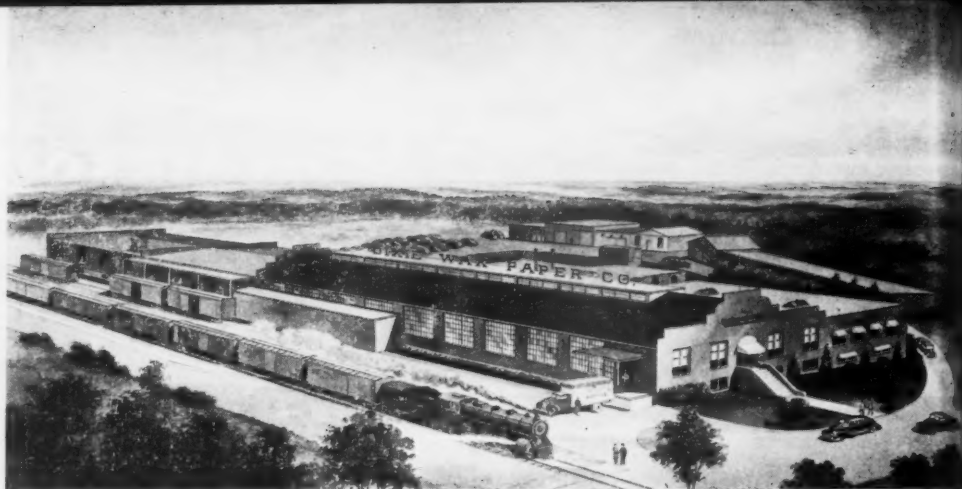
56,000 SQ. FT.

Now Available for

INDUSTRIAL and COMMERCIAL SHOWS

PRIVATE PARTIES and DANCES

Food manufacturers and processors today rely on waxed paper packages in countless ways, shapes and forms. DIXIE has expanded apace to meet customer demand. Our modern Dallas Plant is today executive and manufacturing headquarters for the Dixie organization. Dixie Waxed Papers and Fresheen Bags are used by bakers, potato chip manufacturers and packagers of food items throughout North America.



The First 25 Years

Pioneers in the field of protective packaging, DIXIE established the first waxed paper plant in the South in Dallas in 1922. In the beginning Dixie's plant facilities were small, the course ahead uncharted. . . Food manufacturers and processors were not even package conscious. . . The idea of attractive display for food products in individual packages which subsequently made possible their tremendous distribution was not fully realized until DIXIE and other pioneers sensed the possibilities of protective packaging and began to push the invention and development of waxed paper containers for the display and protection of specialty food items. . . As the Dixie Wax Paper Company enters its 25th anniversary year we affirm our allegiance to the pioneering spirit that brought the firm into existence.

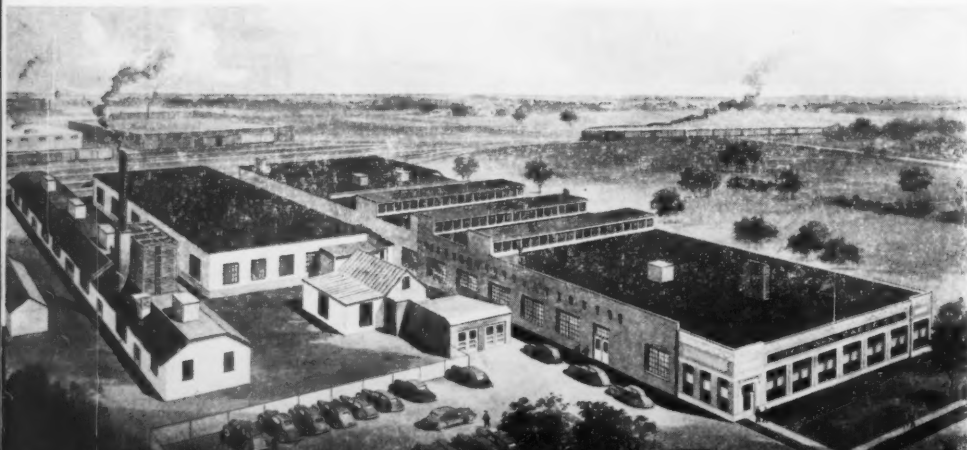


The Original Dixie Plant, 1922

DIXIE WAX PAPER COMPANY

DALLAS, TEXAS

MEMPHIS, TENNESSEE



Dixie's modern Memphis Plant manufactures for and serves primarily the Eastern Half of the United States. Dixie Waxed Papers and Fresheen Bags are manufactured under license by the Western Waxed Paper Company of Los Angeles, Oakland and North Portland, and in Canada by Appleford Paper Products Company, Ltd., of Hamilton, Ontario.



Heads Big Brothers. Neal Tharp, partner in the firm of Chamberlin Bros., automobile financing, has been elected president of the Dallas Big Brothers, an organization which aids youths in need. Other new officers are Harry Kaplan and Jack Kemble, vice presidents; Mike Muse, secretary; and Lindsley Waters, Jr., treasurer. New board members are Howard Jordan and William Thompson. Austin G. Scott is executive secretary of the Dallas Big Brothers.

WYATT C. HEDRICK
Architect and Engineer

904 Ft. Worth Ave. Phone C-1677

Telephone
C-7111



DALLAS TRANSFER
and Terminal Warehouse Co.
(Established 1857)

2nd UNIT, SANTA FE BUILDING
Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line
Lone Star Package Car Company
Allied Van Lines, Inc.

PHONE C-7111

BOUGHT - SOLD - QUOTED

**BANK STOCKS — INSURANCE STOCKS — PUBLIC
UTILITY, PREFERRED AND COMMON STOCKS —
CORPORATION BONDS — MUNICIPAL BONDS**

Your inquiries are invited.

★ *Oldest Trust Company in Dallas*
Specializing in Investment Stocks and Bonds

DALLAS UNION TRUST CO.

502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS

Twenty-Five Years Ago

This branch was established in Dallas.

For a quarter of a century, we have served the building and metal trade, steadily expanding our facilities.

We are today better equipped than ever as jobbers of sheet metal, sheet metal products, wire products, and roofing — metal and composition.

MONCRIEF - LENOIR MANUFACTURING COMPANY

2735 Coombs

DALLAS

Phone H-5161

HOUSTON

LUBBOCK

SAN ANTONIO

TEMPLE

Gaylord Boxes Do The Job

- **MERCHANDISE**
- **PROTECT**
- **DELIVER**
- **ADVERTISE**



**GAYLORD
CONTAINER
CORPORATION**
DALLAS, TEXAS

George MacGregor New President of Community Chest

NEW president of the Dallas Community Chest is George L. MacGregor, chairman of the board, president, and general manager of the Dallas Power & Light Company, who has been elected to head the welfare organization in 1947 as successor to E. P. Simmons.

Mr. MacGregor, who served the Community Chest as chairman of its finance committee in 1946 and was general campaign co-chairman in 1942, is pictured with Mr. Simmons, right, who received the tribute of more than 500 Dallas leaders at a luncheon last month honoring the retiring head of the agency.

Officers named with Mr. MacGregor are Mrs. J. C. Vanderwoude, Robert B. Mayer, and Joe B. Fleming, vice presidents; and Peyton L. Townsend, treasurer. They succeed Theo P. Beasley, Mrs. Louis Tobian, and Dr. Harold A. O'Brien as vice presidents, and J. C. Tenison as treasurer.



New directors include J. L. Allhands, B. B. Brown, E. M. (Ted) Dealey, A. G. Dibble, P. Fulkerson, Max Glazer, L. M. Green, William S. Henson, Howard P. Holmes, Albert N. Jackson, A. E. Klemmedson, J. L. Latimer, Dr. J. E. Leonard, S. H. Lynch, George P. Macatee, Jr., Edward R. Maher, R. J. Morfa, H. A. Moon, H. H. Nichols, Louis Tobian, Peyton L.

Townsend, Mrs. Ernest G. Wadel, and Mrs. Wilfred F. Waters.

In recognition of his service during 1946 to the Community Chest, Mr. Simmons was presented with a silver tray as a personal gift from the Chest board of directors. The presentation was made by B. F. McLain, retiring president of the Dallas Chamber of Commerce, who pointed out that Mr. Simmons' successful administration during the past year was the culmination of many years of great service to the agency.

"He solved the difficult problem of administering the affairs of the Chest in the first full year of peace when the reaction from war-time conditions involved serious dangers for the Chest campaign," Mr. McLain said. "His ability and his energy were given without stint to strengthen and maintain this organization."

SINCE 1907

J. B. RUCKER & SON REALTORS

SALES AND MANAGEMENT OF BUSINESS PROPERTIES

HOME BUILDERS AND DEVELOPERS

Praetorian Building

DALLAS

Central-6669

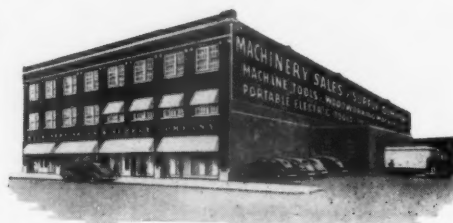
THE HOUSE THAT SERVICE BUILT

★ MACHINE TOOLS

★ WOODWORKING MACHINERY

★ PORTABLE ELECTRIC AND PNEUMATIC TOOLS

★ ELECTRIC MOTORS—CUTTING TOOLS AND INDUSTRIAL SUPPLIES



MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone R-6701

Santa Fe

..that's the System!



Here are some of the reasons Santa Fe keeps freight service "on the advertised" (which is railroad language for "on-time performance"):

- ... world's largest fleet of giant 5400-horsepower freight diesel locomotives.
- ... more miles of double track than any other western road.
- ... world's largest private telephone system, to keep shipments moving more swiftly.
- ... increased yard capacity, and improvements along the line, such as curve straightening, new bridges, longer sidings.

It all adds up to getting what you want where and when you want it, when you ship Santa Fe.

SANTA FE SYSTEM LINES
Serving the West and Southwest



*Ship
Santa Fe
all the way*

New president of the Dallas Geological Society is WILLIS G. MEYER, partner in the firm of DeGolyer & MacNaughton. Other officers are JOHN M. CLAYTON, vice president; and W. W. NEWTON, secretary-treasurer. H. C. VANDERPOOL has been named to the executive committee.

EDWARD W. BRADY has been elected president of the Medical Service Society of Dallas. Other officers are FRED OSBOURNE and HOWARD WOERNER, vice presidents; E. O. HOLLAND, secretary; and LEE STORY, treasurer.

25 YEARS

AGO



- when we at GRAHAM-BROWN were celebrating our eleventh birthday we had already established a reputation as a House of value and quality throughout the South and Southwest. Now, as the largest distributor of shoes in this vast market, we take pride in welcoming another member—"DALLAS"—to the great family of firms that have served our community well for 25 years, and more!

Graham-Brown
SHOE COMPANY
Dallas



Constellation Stops for Dallas Visit. On their first visit to Dallas with their Lockheed Constellation, Carl Squier, Lockheed vice president, right, and Kurt Yost, domestic sales manager for the company, left, stopped long enough last month at Love Field for a conference with President T. E. Braniff of Braniff International Airways, with whom the Lockheed officials are pictured pointing out on a table model the merits of the 300-mile-an-hour giant air liner. Other Lockheed personnel on the flight included Carl Haddon, chief project engineer; Jim White, pilot; and George McIntyre, co-pilot, native of Dallas.

FLUORESCENT *Fixtures*

Daylight at Midnight
Wholesale Only

Dealers—Save Money Here
Up to 50% Discount

"First in Fluorescent"
Made with our exclusive glass diffusing panels which soften and diffuse the light without loss of efficiency—
Over 300 styles and designs

INQUIRIES INVITED
Tubes + Starters + Ballasts

BE SAFE—BUY OUR GUARANTEED FIXTURES
as thousands of others have done, all thru the South
Underwriters Approved

DAYLIGHT at MIDNIGHT
Central 3383
Oldest Fluorescent Dealer in the South

**FLUORESCENT LITE
EQUIPMENT CO.**
918 COMMERCE STREET • DALLAS, TEXAS

STORE OR OFFICE

HOME
BREAKFAST KITCHENS
DINING ROOMS
BATHROOMS
PLAY ROOMS
RECREATION

FACTORY

1947 Officers

(Continued from Page 17)

dent as a man of action, the "Dallas Times Herald" commented:

"The election of D. A. Hulcy to the presidency of the Dallas Chamber of Commerce assures continuation of resourceful and aggressive leadership for the organization.

"B. F. McLain, who is completing his fourth term, served through the difficult war years and has earned the lasting thanks of the citizenry. In spite of difficult obstacles, Mr. McLain has maintained a progressive and constructive program. The Chamber has grown in membership and prestige.

"As a business executive, a leader in civic organizations, such as the Red Cross, the Boy Scouts, and the Community Chest, and as a member of the board of directors of the Chamber of Commerce, Mr. Hulcy has demonstrated his ability, his public spirit, and his tireless energy. Every person who has seen him in action knows what a hard worker he is. For the post-war period, he is an ideal successor to Mr. McLain.

"It is fortunate for Dallas that Mr. Hulcy, one of the busiest and ablest men in the city, can be drafted to head the Chamber at this time. He should be given the wholehearted support of everyone who is concerned for the welfare of this city."

D. A. Hulcy:

The Chamber's new president advanced to chief executive of the Lone Star Gas Company from an accounting job he took with the company in 1920. The accuracy and speed with which he handled thousands of accounting records led to his appointment as chief clerk of the accounting division in 1924. Then followed steady advancement which led to his appointment as assistant comptroller in 1927, assistant to the president in 1929, vice president and director in 1935, executive vice president in 1936, and president in February, 1940. Mr. Hulcy has served the War Chest of Dallas County both as president and campaign director. He is currently president of Circle Ten of the Boy Scouts of America, and a director of the Dallas County Chapter of the American Red Cross, the Dallas Council of Social Agencies, and the Dallas Citizens' Council. He is a member of the board of managers of Parkland Hospital, and a member of the executive board of the

American Gas Association. He was born at Franklin, Texas.

Austin F. Allen:

A native of Bunkie, La., Mr. Allen has been active in the insurance field since 1910, when he began his career in local agency work at Beaumont. He came to Dallas in 1912 to become associated with the general agency of Trezevant & Cochran. After joining the Texas Employers' Insurance Association in 1914 as assistant secretary-treasurer, he became secretary in 1926, vice president in 1927, executive vice president in 1928, and president in 1938. One of the incorporators of the Employers' Casualty Company in 1940, Mr. Allen since that date has held offices with the firm corresponding to his positions with the Texas Employers' Insurance Association.

Mr. Allen served as campaign chairman of the War Chest in 1945. He is a director of the Dallas Community Chest and the National City Bank of Dallas, and is president of the Texas Safety Association.

J. L. Latimer:

Born at Olean, N. Y., Mr. Latimer left this older oil center while a youth to make a place for himself in the newer oil fields of Texas. He began his career thirty-one years ago at the age of 18 as a helper on tank car loading racks in the Thrall Field for the pipe line division of the Magnolia Petroleum Company, which became the Magnolia Pipe Line Company in 1925. Transferred later to the pipe line gang, he served successively as oiler, engineer, and gauger in Texas and Oklahoma fields until he volunteered for Navy duty in World War I.

After his return from military service, Mr. Latimer rejoined Magnolia as gauger and then held successive jobs as chief gauger, district foreman, pipe line scout, oil solicitor, construction superintendent, operations superintendent, and general superintendent for Texas, Louisiana, and Arkansas. Then came his appointment as assistant general manager of Magnolia Pipe Line Company in 1937, followed by advancements to vice president, director, and manager of Magnolia Pipe Line Company and vice president and director of Magnolia Petroleum Company in 1938, and to president of both companies in December, 1945. He is a member of the general committee, division of transportation, American Petroleum Institute, and a director of the Dallas Petroleum Club.

Clyde L. Stewart:

Born on a farm near Cleburne, Mr. Stewart began his telephone career as a lineman at the age of 24. He later served successively as local manager of the Southwestern Bell Telephone Company at Henrietta, Lubbock, Childress, Gorman, and Desdemona from 1917 until 1920, when he was made district manager at Abilene. Advanced to division commercial supervisor in 1924, he served at Fort Worth until his transfer to Dallas in 1928 as connecting company agent. He was appointed to his present post in 1929.

Active in Dallas civic affairs for many years, Mr. Stewart is a past president of the Rotary Club, and is currently a director of the Community Chest and the State Fair of Texas.

Oscar C. Bruce:

A loan officer of the Republic National Bank, Mr. Bruce began his business career as a clerk in a drug store in 1906 in Wills Point, but transferred to the banking field a few months later as a bookkeeper in the Van Zandt County National Bank at Wills Point. He later became assistant cashier of the bank, and in 1909 joined the First State Bank of Wills Point in a similar capacity, becoming cashier in 1911. He went with the First State Bank of Eastland as assistant to the president in 1919, was made cashier in 1920, and then in May of that year moved to Dallas as vice president of the Dallas National Bank. He became vice president of the Dallas Bank & Trust Company in 1931, serving in this post until his return to the Dallas National Bank as vice president in 1937. He joined the Republic National Bank of Dallas as vice president November 12, 1940. He is a charter member of the Highland Park Chamber of Commerce.

George Waverley Briggs:

A former president of the Dallas Chamber of Commerce, Mr. Briggs began his banking career nearly 30 years ago with his service as Texas commissioner of insurance and banking in 1919 and 1920. His service with the First National Bank began in 1920 when he joined the organization to set up its trust department.

Mr. Briggs was recently awarded by King George of England the King's Medal for service to the allies in the civil field during World War II. For ten years he has served as state chairman of the celebration of Franklin D. Roosevelt's

(Continued on Page 85)



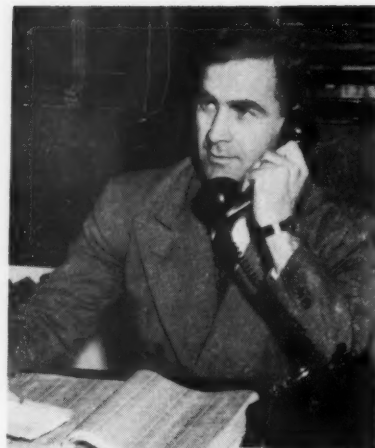
Advertising Representative. Clifford M. Sage, formerly director of public relations for Grant Advertising, Inc., in Dallas, has been named southwestern field representative for Kenyon & Eckhardt, Inc., New York advertising agency,

for the American Fat Salvage Committee account. His territory includes Texas, Oklahoma, Louisiana, Arkansas, New Mexico, Colorado and Kansas, with headquarters in Dallas. He was a member of the public relations staff of North American Aviation, Inc., during the war.

RALPH J. POWERS, manager of the Birmingham division of the Dr. Pepper Company for the last five years, has been transferred to Dallas as general manager of the cooler and vendor department.

As successor to GEORGE K. REEDER, who recently resigned, E. O. McCORD, formerly assistant general freight and passenger agent at Houston for the Missouri-Kansas-Texas Railroad, has been moved to Dallas as assistant freight traffic manager.

A former buyer of coats at Bergdorf Goodman, New York, MISS JEAN ALLEN has joined Neiman-Marcus Company as buyer of dresses, coats, and suits for the second-floor sports shop.



Air Veterans Elect. Major Ulmer J. Newman has been elected president of the Dallas Chapter of the Air Reserve Association. Other officers elected include Major Barnard J. Esunas, vice president; Lieutenant Harry A. Stevens, secretary; Lieutenant Henry S. Renz, treasurer, and Flight Officer H. B. Southern, sergeant-at-arms. District vice presidents include Captain Luther E. Davis, for Dallas, and Lieutenant Lee R. Avery, for Southern Methodist University.

Everything For Your Office

PRINTING • STATIONERY • OFFICE SUPPLIES



1911 Canton
R-5816

T. C. FORREST, JR.
Consulting Engineer

Praetorian Building

Phone R-5026

Dallas

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

1801 Commerce Street

Phone C-8084

SERVING DALLAS FOR 32 YEARS

INDUSTRIAL SCRAP

WE BUY ALL TYPES
OF INDUSTRIAL SCRAP

RAILS • MACHINERY • PIPE
STRUCTURAL STEEL

**AMERICAN
IRON & METALS, INC.**

2215 LATIMER STREET

TELEPHONE HARWOOD-5111

BUSINESS, RESIDENTIAL,
INDUSTRIAL

LOANS

For Building, Buying,
Refinancing or Repairing Business
or Residential Real Estate at
Lowest Interest Rates.

FHA and GI Loans
On New and Existing Homes.

T. J. BETTES CO.

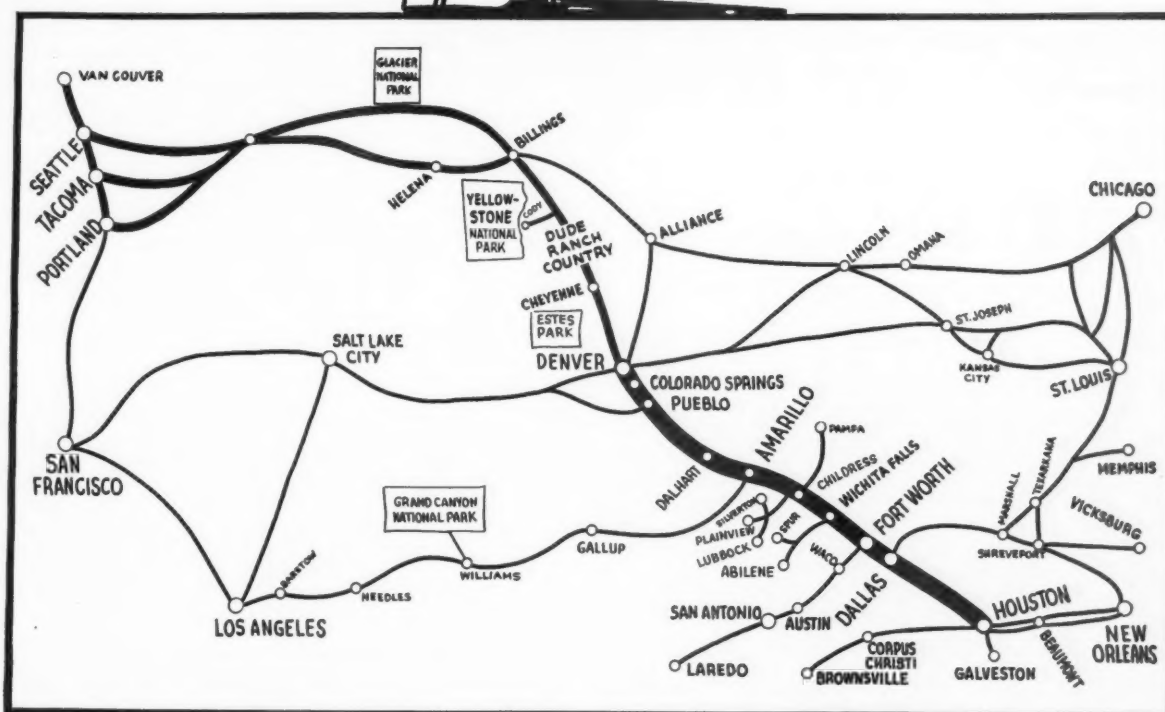
Donald McGregor, Vice-President

1215 COMMERCE

C-8028

South's Leading Mortgagee

SERVING DALLAS



R. A. CRAIG
Assistant General Freight
and Passenger Agent

E. C. KUYKENDALL
General Agent

C. G. KERSEY
District
Passenger Agent

732 Irwin and Keasler Building, Dallas 1, Texas



FORT WORTH AND DENVER CITY RY.
THE WICHITA VALLEY RY.

TICKET OFFICE—CORNER COMMERCE AND FIELD



Opens Advertising Agency. Margaret S. Buchanan has established the firm of Buchanan Advertising, specializing in liquefied petroleum gas equipment accounts and direct mailing, with offices

at 529½ South Ervay. Mrs. Buchanan was formerly connected with several advertising agencies in New York City, and has taught art in Dover, N. H.

LANG WHARTON, executive vice president of the First National Bank, has been named to the board of trustees of the ABA Educational Foundation in Economics, a unit of the American Bankers' Association.

GEORGE L. MacGREGOR, president and general manager of the Dallas Power & Light Company, has been elected a director of the Federal Reserve Bank of Dallas.

DR. ROY H. CANTRELL has been appointed chief medical officer of the Dallas regional office of the Veterans' Administration.



Credit Managers Elect. C. Hal Jones, credit manager for Hunt Department Store, has been chosen president of the Dallas Retail Credit Managers' Association. Other officers are F. W. Johnson, first vice president; E. P. Kirkpatrick, second vice president; J. E. R. Chilton, Jr., secretary; Chellie Sue Bragg, assistant secretary; Jack N. Fanning, treasurer.

**13th Semi-Annual
ALLIED GIFT & JEWELRY SHOW
January 26 to 31
ADOLPHUS HOTEL**

Visit the January showing in Dallas of nationally famous lines of gifts, jewelry, china, pottery, pictures, stationery, artwares, housewares, luggage, glass and lamps. We invite you to personally compare, check quality and workmanship. See the new merchandise and make your plans for meeting consumer demands in your city.

ALLIED EXHIBITORS, INC.

H. W. JOHNSON, *President*
712 South Olive
Los Angeles 14, California

LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"
Ask Us or Your Printer
AMERICAN BEAUTY COVER CO.
2002 North Field Street R-5179 Dallas

Robert D. Goodwin
ARCHITECT

TELEPHONE LAKESIDE-5759
4801 Lemmon Dallas, Texas

Business Broker

REAL ESTATE

AND

Business Property

R. R. McCAULEY
REALTOR

Phone R-1833
1618 BRYAN DALLAS

CONTRACTING **WIRING**

ELECTRIC SERVICE

GABLE

6713 SNIDER PLAZA • L-3188
"A Qualified N.E.C.A. Contractor"

FIXTURES **APPLIANCES**

Since 1893

We Have Been Supplying Texas and the Southwest with
Paper and Paper Products

- BOXBOARD
- BUILDING PAPER
- WRAPPING PAPER
- EGG CARTONS
- EGG CASE FILLERS
- WALLRITE SPECIALTIES
- PAPER SPECIALTIES

FLEMING & SONS, Inc.
MANUFACTURERS OF PAPER AND PAPER PRODUCTS
DALLAS

" THE BEST IN FLOWERS "

CALL T-9103

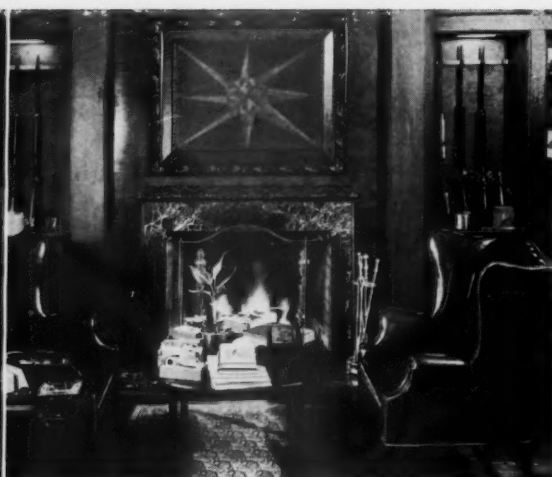
PEACOCK
Florist

FRANK PERRYMAN



3307 GASTON
OPPOSITE BAYLOR

FLOWERS WIRED ALL OVER THE WORLD



New Dallas Man's Shop

A new Dallas store, which last month attracted Christmas shoppers in search of an appropriate gift for "the man who has everything," is Ben R. Weber, Gifts for Men, opened in an elaborately restyled

house at 2600 Fairmount. Restyling of the building was done by Jack Hubbel, with construction by Earle Sibley.

The shop is operated by Ben R. Weber (top, left), who believes he has established a store devoted exclusively to gifts for

men without parallel in the country in the retail field. A native of Dallas, he recently returned from military service.

The decor of the shop is definitely masculine. Gun racks flank the old English mantle in the library (top, right) which was imported from Stratford-on-Avon, England, and is considered a fine specimen of woodcarving and inlay. Showroom of the shop is the lodge with matched-brick floor and fireplace (bottom, left), in which are displayed hunting, fishing, and camping equipment, and other gifts appropriate for sportsmen. The Chinese Room, (bottom, right) is the entry shop. Modern in design in contrast to the period library, this room is devoted to the display of bar equipment.

Previous to opening his shop, Mr. Weber spent several months searching the market for gifts of masculine interest, obtaining not only traditional hunting and fishing equipment, pipes, bar accessories, and books on sporting subjects, but a collection of unusual lamps for a man's den or lodge, fine china in masculine motif, and innumerable gadgets for men who like to tinker.

THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS
810 COLLEGE AVENUE
DALLAS 1, TEXAS

Try This Number for Competent Help!...

C-5181

SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service
1804 1/2 MAIN STREET

Specializing in
ACCOUNTANTS... SECRETARIES... OFFICE... SALES
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years

WILLARD

*of
Texas*

**25 Years of
Quality Service**

WILLARD HAT COMPANY
Dallas • Texas





Association President. R. D. Jones, president of the R. D. Jones Construction Company, has been elected president of the Dallas County Construction Employers' Association, succeeding W. L. Hickey. Other officers are E. E. Farrow,

vice president, and J. R. Sanford, secretary-treasurer. New directors include A. C. Van Buskirk, George O'Rourke, J. H. (Jack) Jackson, and E. C. (Gene) Paige. C. H. Yockey has been re-elected to the board.

New president of the Brook Hollow Golf Club is W. W. OVERTON, JR., who succeeds P. B. (JACK) GARRETT. Other officers are FRANK L. McNENY and WILSON SCHOELLKOPF, vice presidents; W. C. McCORD, treasurer; and FRANCIS POWE, secretary-manager.

President of the newly formed Dallas Film Council is MISS BERTHA LANDERS, film librarian of the Dallas Public Library. Other officers are: WILEY EMBRY, vice president; MRS. EIRMA WATKINS, secretary; and FATHER W. J. McCOSY, treasurer.

R. L. THOMAS, vice president of the Dallas National Bank, has been named a trustee of the National Society for Crippled Children.

New president of the American Municipal Association is MAYOR WOOD. ALL ROGERS of Dallas.



Merchandising Manager. William E. Van Dervort, formerly manager of the W. T. Grant store in Houston, has been appointed merchandising manager of Southwestern Drug Corporation, with headquarters in the general offices of Southwestern Drug in Dallas. With the Grant organization for 25 years, Mr. Van Dervort also formerly served as manager of the Dallas store for three years.

C. G. KERSEY has been transferred from Fort Worth to Dallas as district passenger agent for the Burlington Lines.

RUTHERFORD CALCULATING SERVICE

We figure inventory extensions, percentages, statistics, etc. Work done in your office or ours.

BURROUGHS CALCULATORS FOR RENT

1312½ Commerce

Phone C-4538

Employment Agency

PRESENTING DALLAS' FINEST EMPLOYMENT SERVICE

CALL ★ OFFICE
★ SALES
★ TECHNICAL
R. 3426

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

1102 GULF STATES BLDG.

EMPLOYMENT SERVICE

LANDAUER and GUERRERO

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

J-8-9562

1922

— 25 YEARS OF STYLES —

1946



STYLES COME AND
GO WITH THE TIMES
.... BUT ...
"KNOW HOW"
IN MOTION PICTURE
PRODUCTION
HAS KEPT US
IN STYLE
FOR 30 YEARS
SALES FILMS
TRAINING FILMS



JAMIESON
2212 LIVE OAK

FILM LABORATORIES
DALLAS
PHONE CENTRAL 5644



SMART EXTERIOR of new Brannon's Jewelry Store is pictured at bottom. Interior view at top shows Mr. and Mrs. J. H. Brannon.

Brannon's Jewelry Store Opened at 208 N. Ervay

New Dallas jewelry shop, established at 208 North Ervay by Mr. and Mrs. J. H. Brannon, has been distinctively designed with the interior and exterior finished in Wedgwood blue.

Opened in time for patronage by Christmas shoppers, Brannon's Jewelry Store has a 39-foot front of shadow-box windows, decorated with white baroque scrolls. Flooring is of red tile.

Mr. Brannon was formerly with the Arthur A. Everts Company, his association of 20 years including service in the diamond department as salesman and designer and more recently as merchandise man for the store. Mrs. Brannon several months ago founded Little Bit of Sweden, a smorgasborg restaurant in Oak Lawn, and disposed of her interest to her partner recently.

The Brannon shop's lines include antique lamps, gift merchandise, watches, hand-made sterling silver jewelry and costume jewelry. A watch and jewelry repair department will also be operated.

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET R-5103

Your INVENTORY

- ★ Figured Rapidly and Accurately by Our Expert Staff.
- ★ Serviced Day or Night in Your Office or Ours.
- ★ Completed to Include Extension, Verification, Consolidations and Recaps.
- ★ Supplemented by Sales Analyses and Statistical Reports.

**SOUTHWESTERN
COMMERCIAL SERVICES CO., INC.**
3519 Oak Lawn DALLAS Phone L-0434

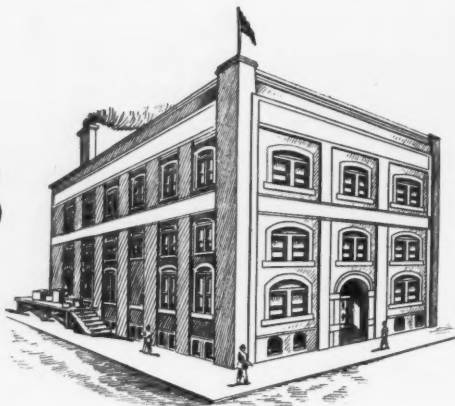
SOUND ADVERTISING
is sound selling directed to the
present . . . planned for the future.

LOUISE WOOD ALLEN
MARIE CALLAHAN
EDWIN J. KARLSON
DAVE MCCONNELL
MACK J. MCKEE
HOWARD N. SMITH

Rogers & Smith
Advertising

Established 1917
1524 Irwin-Keasler Building—R-6044
DALLAS CHICAGO NEW YORK

25
YEARS
AGO



... In the above plant—we were supplying the medical profession through ethical channels with pharmaceuticals and specialties. Today—as we begin our 46th year of service in our modern plant below—we are making new plans for expansion and development to meet the growing needs of medicine in the Southwest.



**FIRST TEXAS
CHEMICAL MFG. CO.**

DALLAS, TEXAS



Heads Cleaners. Denys Slater, president of Fishburn-Oriental Dyeing and Cleaning Company, has been named president of the Dallas Cleaners' and Dyers' Association. Other officers are R. D. Ross, vice president; Herman Sample, secretary; and W. Ray Williams, treasurer. Directors are Grover Herring, Walter Phillips, Glenn T. Dunn, Hunter Pickens, W. G. Sparks, P. F. Bradley, and V. M. Sprague. Mr. Slater has also been elected a director of the Texas Bank & Trust Company.



**DIAMOND
BARGAINS**

Professional
Watch Repair
Service

CLAUDE ZIMMERLY
316 Republic Bank Bldg. C-2748

Real Estate
—Loans—

HOMES, APARTMENTS, AND
BUSINESS PROPERTIES
F.H.A., Conventional
and G.I. Loans

Low interest—prompt, friendly service—
flexible programs to fit your require-
ments. Commitments on plans.

MURRAY
INVESTMENT COMPANY
"Real Estate Financing Since 1908"
718 Republic Bank Building
Telephone C-4338

Liberty State Bank Makes Change to National Status

WITH a brand new name and a new charter granted by the U. S. Comptroller of the Currency, the Liberty State Bank in its twenty-seventh year has become the National City Bank of Dallas. Previous to its conversion from a state-chartered bank to a national institution, it had for some time been the largest state bank in Texas.

The new status will mean no change either in personnel or banking policies but will afford enlarged opportunities for expanding the institution's business with banks and commercial concerns in other states, pointed out DeWitt Ray, president.

The National City Bank began business as the Liberty State Bank in a modest way March 1, 1920, in a building at Preston and Elm, a location remote from the city's business center. Its initial capital structure comprised \$100,000 in stock and \$10,000 in surplus, both minimums under the state banking law and unpretentious in comparison with the size of other Dallas banks of the period.

Under the leadership of Hugh M. Hardie, first president, the bank prospered and within a few years outgrew its location. It moved two blocks west to meet the eastward trend of the city's business and occupied a location at Harwood and Elm. Again outgrowing its building within a few years, the bank next moved to its present home at St. Paul and Elm. Its continued growth during the last ten years in its present building has led to three remodeling and expansion projects.

Today National City Bank has capital and surplus of \$2,000,000 and resources in excess of \$40,000,000. Its growth during the last two years has advanced it from 529th to 348th position in size

among America's 14,535 banking institutions.

Mr. Ray has been president of the bank for the last three years. He is president of the Texas Bankers' Association and a member of the executive council of the American Bankers' Association. In addition to President Ray, the staff of active officers includes Ellis C. Huggins, executive vice president; William R. Hoge, Michaux Nash, and J. Sid Pulliam, vice presidents; Phillip Reid, vice president and cashier; John L. Boynton, Arch T. Harris, Allen E. McMurray, and T. W. Rutledge, assistant vice presidents; Glenn E. Aly, Robert C. Ayres, W. Homer Cathey, W. Otto Frosch, Hamer H. Huffhines, and G. M. Longscope, assistant cashiers; J. Leonard Smith, comptroller, and Benjamin Talkington, auditor.

MATT LARKIN, formerly county commissioner from District No. 4, has been named chief rights-of-way engineer for Dallas County.

B. W. CARRINGTON, JR., who joined the Morton Salt Company in 1938, has been appointed Dallas district manager, succeeding CHARLES E. GILPIN, who has retired after serving the company in Texas since its inception and as Dallas district manager since 1924.



Oil Executive. As successor to the late George C. Gibbons, Charles E. Simons has assumed his duties as vice president and general manager of the Texas-Mid-Continent Oil and Gas Association, with headquarters in Dallas. Executive vice president of the Texas Good Roads Association for the last three and one-half years, Mr. Simons was previously editor of "Texas Parade" and the association's director of public relations. He also was formerly a member of the Austin staff of the Associated Press, and also worked for the "Dallas Morning News" and the International News Service bureaus in Austin.

WE ALSO STARTED TWENTY-FIVE YEARS AGO

A Quarter Century Ago this company started business in a small way as jobbers of magnetos, carburetors and generators. ... Through the years we have developed with Dallas. ... Today in our new plant we are serving Dallas Primary Trade Territory in the distribution of Air Conditioning and Refrigeration Equipment and Industrial Supplies.

THE ELECTROMOTIVE CORP.
1315 S. Akard —DALLAS— Phone R-8493

In ANY Event
SEND FLOWERS
BURTON'S
Orchids and Flowers
3323 Oak Lawn Avenue
CALL L-3161
Operated by
BOYD KEITH



Hockaday School President. Hobart F. Mossman, who joined The Hockaday School of Dallas in July, 1945, as director, has been advanced to president. He succeeds Miss Ela Hockaday, founder of the school in 1913, who has been made president emeritus and has agreed to continue as chairman of the building committee to complete plans for a new school plant to be erected on a 245-acre campus north of Dallas acquired by the Alumnae Association in 1945. A native of Winfield, Kan., Mr. Mossman began his teaching career in Arkansas City, Kan. Before coming to Dallas, he served first as teacher for three years and then as principal for five years of the Hinsdale Township High School, Hinsdale, Ill.

Members of the Petroleum Engineers' Club have elected DEWEY A. JORDAN, Atlantic Refining Company, as president for the ensuing year, succeeding WARREN J. JACKSON, Lane Wells Company. Other officers are: T. S. BACON, H. J. GRUY, and CHARLES D. DECHNER, vice presidents; and R. U. MADDOX, secretary.

B. C. JEFFERSON, chief editorial writer and associate editor of the *Dallas Times Herald*, and C. V. UPTON, secretary and auditor, have been elected directors of the newspaper.

R. L. THORNTON, president of the Mercantile National Bank, has been re-elected president of the State Fair of Texas. Other officers are: W. H. HITZELBERGER, renamed executive vice president and general manager; ROY RUPARD, continued as secretary; and S. B. COX, auditor, elected in addition to the newly created post of assistant secretary.

JOHN T. PLUNKET, former assistant to the president of Aerovias Braniff, has been named assistant to the general counsel of Braniff International Airways and will head the Latin American section of Braniff's legal department.

BERNARD BRISTER has moved his public relations firm from the Liberty Bank Building to larger quarters in 306 Southland Life Building.



Exchange Club President. Claude C. Arnold, realtor, has been installed as new president of the Exchange Club to serve during the first six months of 1947. Taking office at the same time were F. Douglas Savage, vice president; Arthur L. McKittrick, re-elected secretary-treasurer; and the following new members of the board of control: Roy O. Carter, Barney L. Covey, Thomas G. Kirby, and Byron B. Pyeatt.



Sigma Delta Chi Chief. New president of the Dallas professional chapter of Sigma Delta Chi, national journalistic organization, is Brad Mills, editor of *The Drilling Contractor*, who succeeds Joe Cooper, Watson Associates. Other 1947 officers include: Ted Barrett, *Dallas Morning News*, and James F. Chambers, *Dallas Times Herald*, vice presidents; Ayres Compton, Ayres Compton Associates, secretary; and Richard P. Wall, editor, *Southwestern Drug Trade News*, treasurer.

As Texas Oldest Bag Manufacturers we salute the DALLAS Magazine on its Silver Anniversary. We have been serving Texas for 67 years—and the South for more than three-quarters of a century.

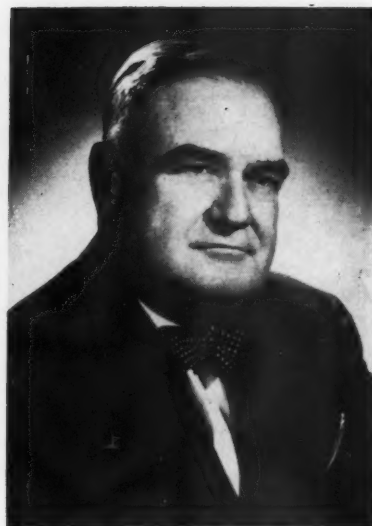
**COTTON
BURLAP
PAPER BAGS**

TARPAULINS • TENTS AND CANVAS GOODS

FULTON BAG & COTTON MILLS

DALLAS, TEXAS

NEW ORLEANS • ATLANTA • KANSAS CITY
DENVER • ST. LOUIS • MINNEAPOLIS • NEW YORK



New Insurance Officers. Directors of the Reserve Loan Life Insurance Company of Dallas have elected Clint W. Murchison, Dallas investment and oil man, left, as chairman of the board, and B. Hick Majors, right, as president of the company. Mr. Majors, a member of the Dallas real estate firm of Majors & Majors, succeeds W. T. O'Donohue, who is retiring from active business because of poor health. Home offices of the Reserve Loan Life, 50-year-old concern, were moved to Dallas from Indianapolis seven years ago.



statistical control unit of the Army Air Forces.

JERRY BOUSKA of Dallas is secretary-treasurer of the newly formed Southwest Monument Builders, affiliate of the Monument Builders of America. **WEBB ROBERTS** of Dallas is a director.

GERALD L. CLORE, who has been executive secretary of Goodwill Industries of Dallas, has been appointed head of newly created Region 6, Goodwill Industries of America, with headquarters in Dallas.

ARTHUR V. BULLOCK, formerly with the Office of Price Administration and the National Youth Administration, has been appointed chief of the business and economic information staff of the Dallas regional office of the United States Department of Commerce.

W. P. HARDER, manager of Vacolite Dallas Company, 313 North Harwood, formerly Texas Hearing Aid Service, has been appointed exclusive distributor in Dallas for the Vacolite Company.

CHARLES A. CLOSSON, who recently returned from four years of Navy service, has been named manager of the Lakewood Hotel, succeeding **WILLIAM G. MARTIN**, transferred to a similar post with the newly opened Hotel Lawn.

Commercial Service Founder. Dallas headquarters office of the newly organized Southwestern Commercial Services Company, Inc., 3519 Oak Lawn, is under the management of Theodore J. Kreatschman, vice president and one of the firm's four G.I. founders. Other officers are Glenn D. Scott, president, in charge of the Houston branch; Winston C. Dalleck, Dallas, vice president; and Perry G. McCandless, secretary-treasurer, who heads the Fort Worth branch. Having a staff of 75 comptometer operators available, the firm offers services including calculation of inventory, sales analysis, compilation of statistical reports, book-keeping, and income tax return preparation. The four founders of the company all served during the war in the same



BOEDEKER vanilla Ice Cream, lime and raspberry ices are all you need to make this delicious treat.

A layer of each makes a colorful parfait, - a delightful topping to your menus, and they're SOooo good.

Call our hostess
Mrs. Hugh Cargo,
Riverside 8484



Dallas Printing To Be Exhibited

TIMED to coincide with the two hundred and forty-first birthday of the patron saint of American printing, Benjamin Franklin Printing Week will be observed January 12-18 as an occasion by the printing and allied graphic arts industries of Dallas to give the public a graphic exposition of the importance of Dallas as a printing center.

Display windows of many downtown retailers and utility concerns will be used for educational exhibits showing examples of the outstanding work produced in Dallas and many steps in printing production. The second annual observance is being sponsored by the Dallas Club of Printing House Craftsmen as part of a nation-wide project of the International Association of Printing House Craftsmen. The Dallas Graphic Arts Association and the Dallas Chapter of the Southwestern Association of Industrial Editors are cooperating with the Craftsmen's Club in promoting printing week.

The observance will seek to call attention to the large number of workers employed, the total payroll, and the important part printing otherwise plays in the Dallas business community. Emphasis will also be given to the diversity of businesses directly involved including typesetting, publishing, photoengraving, lithography, paper, ink, rollers, commercial art, photography, and electrotyping.

*Employ the
Services of a* **FULL TIME**
Advertising Department
At Part Time Cost

Your Advertising and Public Relations planned and executed for you, against a background of experience with other clients' successful selling programs.

- Newspaper
- Public Relations
- Radio
- Direct by Mail
- House Organs
- Magazine
- Art Service
- Catalog
- Circulars
- Outdoor

THE PERSONS J. CRANDALL CO.
Advertising and Public Relations
1708 1/2 Commerce • DALLAS • Central 6740



Haggar Company Celebration. To thank key personnel for their contribution to the success of the Haggar Company of Dallas through loyalty and cooperation, President J. M. Haggar was host last month at a banquet at the Baker Hotel to 100 members of his executive staff from Haggar plants at Dallas, Greenville, and Waxahachie. Mr. Haggar is pictured at top, center, with members of his family, left to right, Ed Haggar, vice president and general manager of the company, who was master of ceremonies; Rose Mary Haggar, Mrs. J. M. Haggar, and Joe Haggar. Pictured at bottom enjoying the hors d'oeuvres are, left to right, Haggar Plant Managers G. A. Valerious, Dallas; Nelson Gallahan, Waxahachie; and Gordon Armstrong, Greenville. Bonus checks were distributed at the dinner.

MRS. MAI WHITESIDE of the public relations firm of C. E. Fitzgerald Associates has been named editor and manager of the "Texas Cosmetologists Digest," published in Dallas by the Texas Association of Accredited Beauty Culturists.

The City Personnel Service has been opened by DORIS E. ROSS at 2018 1/2 Main, under the management of AILEEN ADAMS and EDITH SEWELL.

THOMAS P. MURRY, who before entering Army service in 1942 was production manager in the W. B. Snow Advertising Agency in Boston, has joined the Huff & Henderson Advertising Agency of Dallas in a layout and production capacity.

Whitus Display Service, operated by JOE WHITUS and H. C. FOX, have moved their business to larger studios at 4907 Terry.

**A GREAT BUS SERVICE ... linking
TWO GREAT CITIES**

FAST

Super Expresses Leave Daily at 10 and 45 minutes past every hour.

TEXAS MOTOR COACHES

1947 Officers

(Continued from Page 71)

birthday as a fund-raising project for support of the National Foundation for Infantile Paralysis. He is a director of the A. H. Belo Corporation, First Texas Chemical Manufacturing Company, the Family Service Bureau, and is a trustee and chairman of the executive committee of the Dallas Historical Society.

W. J. Brown:

A native of Brooklyn and a former advertising man, Mr. Brown has been with Titcher-Goettinger Company since 1930, when he started as sales promotion manager. He became vice president and sales promotion manager in 1931, was advanced to vice president and general merchandise manager in 1933, and was elected president June 1, 1935. Before coming to Dallas, he had served with the "New York Times" and then had held various advertising, sales promotion, and merchandising positions with James McCreery in New York.

Mr. Brown is a past president of the Texas Retail Dry Goods Association, the Dallas Retail Merchants' Association, and the Brook Hollow Golf Club.

Ira L. McColister:

Senior partner in the McColister Chevrolet Company since 1929, Mr. McColister has been in the automobile field in Dallas for approximately 33 years and a car dealer for 17. He began his automotive experience with the John Deere Plow Company, next was wholesale manager for Hudson cars, then served in a similar assignment for Chrysler vehicles, and later was wholesale distribution manager for Nash automobiles. He is a past president of the Dallas Automotive Trades Association, the Texas Automotive Dealers' Association, the Executives' Club, and the Rotary Club, and is a member of the City-County Welfare Board. He was born in Hamilton County.

Charles R. Moore:

Mr. Moore's business career began in 1898 as an employee of the Rhoads Construction Company. He joined Austin Brothers, contractors, in 1900, becoming director, secretary, and manager of the engineering and construction department in 1913. One of the organizers of the Wyatt Metal and Boiler Works in 1913, he served first as director and secretary and then became vice president in 1918. He organized and became president of the Austin Bridge Company in 1918, and

organized and was elected president of the Austin Road Company in 1934. An organizer of the Lone Star Steel Company, he is also a director and member of the executive committee of the company.

Mr. Moore has been a member of the Baylor University Hospital Board for 31 years and is now vice president of the board of trustees of Baylor University and Hospital and chairman of the Dallas executive committee. He is a director and vice president of the Dallas Health Museum, a director of the Greater Dallas Planning Committee, and is a past president of the Oak Cliff Chamber of Commerce. He was born near Waco.

Peyton L. Townsend:

Mr. Townsend, native of Cooper, Texas, who came to Dallas in 1928 as an employee of the predecessor of the Metropolitan Building and Loan Association, has been with the Metropolitan since its organization, having served as assistant loan manager, assistant vice president, and vice president previous to his election as president and director. He is a member of the board of governors of the Society of Residential Appraisers, a director and vice president of the Texas Savings and Loan League, and a director and treasurer of the Community Chest. For several years he was a member of the aviation committee of the City of Dallas and recently retired as a member of the City Plan Commission.

W. G. Vollmer:

The railroad career of Mr. Vollmer, Cincinnati-born, began in 1902, when he took a job as stenographer for the Pennsylvania Railroad. Several years later he served the Baltimore & Ohio Railroad, then the Rock Island Lines, and next joined the Missouri Pacific Lines in 1905, working in the maintenance, engineering, and operating departments. B. F. Bush, then president of the Missouri Pacific, chose Mr. Vollmer to be his assistant in

1917, and then in 1933 another Missouri Pacific president, L. W. Baldwin, named his junior executive as executive assistant. Ten years later Mr. Vollmer became senior vice president of the Missouri Pacific, a position he relinquished to assume the presidency of the Texas and Pacific Railway in May, 1945. Mr. Vollmer was the 1946 campaign chairman for the Community Chest.

Earle Wyatt:

Carrying packages in a small grocery store in Atlanta, Ga., was the way that Mr. Wyatt began his grocery career in 1910. Shortly thereafter his family moved to Oklahoma, where he continued his schooling. Then he moved to Waco, where he again entered the grocery business, becoming manager of the Cash Mercantile Company. After service in World War I, he took a job as stock boy in a chain grocery store on Knox Street, and then within a few years advanced to store manager, buyer, district superintendent, and then district manager for a chain of 43 stores. In 1925, with his brother, C. S. Wyatt, he established Wyatt Stores, Inc., operating the Clarence Saunders chain in Dallas. He later bought the stores, and they became Wyatt Food Stores. The 25 original units have since been consolidated into 13 modern super markets, and two cafeterias, the first of several Mr. Wyatt plans to open in Dallas.

WILLIAM ANDRESS, JR., Army Air Forces veteran, and FRED M. RAMSEY, formerly with the Office of Price Administration, have formed the law partnership of Andress & Ramsey, with offices in 301-5 Boulevard Building, 2210 Main.

Dallas business executives named to committees of the Chamber of Commerce of the United States include T. E. BRANIFF, international transport; D. A. HULCY, international political and social problems and national resources department; and BEN H. WOOTEN, education.

Tom W. Collins

Photography

COMMERCIAL • ADVERTISING • INDUSTRIAL

3709 HAYNIE ★ JUSTIN-8-8869
LAKESIDE-3669

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Witherell Company, Detroit 26, Mich.; manufacturers' representative and distributor in the Detroit area; inter-

ested in contacting Dallas manufacturers with almost any type of output: Paints, tools, maintenance, foundries, stampings, and production assemblies, particularly products required by the automotive industry.

Electronic Specialty Representatives, 331 S. E. Sixty-second, Portland 16, Ore.; seeking to represent in Oregon, Washington, Montana, and Idaho Dallas manufacturers of newly developed equipment, devices, and gadgets of an electrical, electronic, or mechanical nature.

Ro-Lee Distributors, Inc., 1601-3 Columbian Mutual Tower, Memphis 3, Tenn.; interested in contacting Dallas concerns which wish to have representa-

tion in Kentucky, Tennessee, Missouri, Arkansas, and the north half of Mississippi.

William B. Ward Company, 426 West Fifth, P. O. Box 4549, Kansas City 1, Mo.; wishes to contact a manufacturer in the Dallas area who needs Kansas City office, factory, storage, and shipping facilities.

Tri-State Brokerage Company, South 121 Madison, Spokane 8, Wash.; food manufacturers' agent interested in additional food lines on a brokerage basis in the eastern Washington, Idaho, Montana, and Utah area.

Service Sales Company, 1341 Purcell, Dayton 10, Ohio; manufacturers' representative calling on jobbers, department stores, furniture, hardware and electrical stores; wishes additional lines of Dallas concerns which desire representation in the Ohio, Indiana, Kentucky,

Twenty-five years ago we advertised in DALLAS: "A school which stands for high ideals; for simplicity; for democracy; for thoroughness in teaching; for development of a well rounded personality."

Like Dallas, we have more than doubled in size in the past quarter century.

Like Dallas, we continually move forward in greater service.

Hockaday

JUNIOR COLLEGE • COLLEGE PREPARATORY • LOWER SCHOOL • FINE ARTS



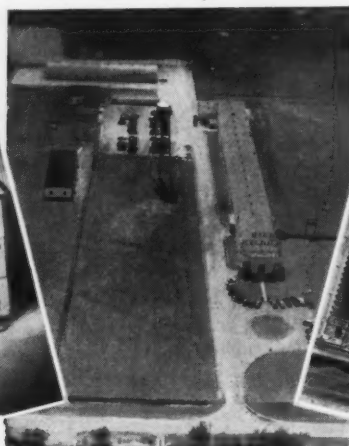
**Whenever
You're Hungry
or Thirsty
Stop at
PIG STANDS**

"THERE'S ONE IN YOUR
NEIGHBORHOOD"

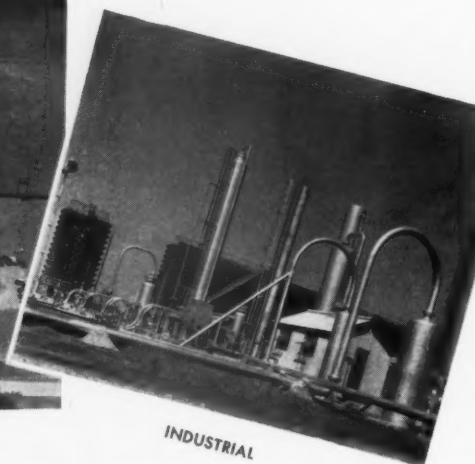
... Photos by Cone



ADVERTISING



AERIAL



INDUSTRIAL

THOMAS K. CONE, Photographer

NOW AT NEW AND LARGER QUARTERS

2027½ YOUNG STREET

TELEPHONE C-5721

West Virginia, and Pennsylvania area.

J. G. Emeler & Company, 23 Mac-Nab S., Hamilton, Ontario; manufacturers' representative covering Canada from coast to coast; wishes to contact Dallas manufacturers interested in having their lines distributed in the Dominion of Canada.

The following individuals and firms are seeking representation in Dallas and vicinity:

Fred Varney & Company, 2300 Olive, St. Louis 3, Mo.; interested in contacting two manufacturers' agents to represent in Dallas two new divisions, sporting goods and appliances.

Blue Mountain Clay Company, Inc., Cotton Exchange Building, Memphis 1, Tenn.; manufacturer of granular oil and water absorbent material; interested in contacting Dallas distributors.

Convertible Homes, Inc., Railway Exchange Building, Denver 2, Colo.; manufacturer of an aluminum house; wishes to contact persons interested in dealerships.

Manufacturers Supply Company, 424-432 University Building, Syracuse 2, N. Y.; manufacturer of cement block-making machine; seeking Dallas representation on a franchised dealer basis.

Spiral Brushes, Inc., 3114 East Ninety-First, Cleveland 4, Ohio; manufacturer of spiral industrial brushing tools; seeking sales representative in the Dallas area.

Modern Cup Reg'd, G. Choquette & Sons, Prop., 108 St. Louis, St-Jean, P. Q., Canada; manufacturer of aluminum drinking cups; wishes to contact Dallas individuals or concerns interested in selling or advertising this product.

Planning Council

(Continued from Page 29)

ization, however, will take no part in politics or elections and will not seek to dictate any political appointments. Its duties are entirely civic and non-political as its charter specifically provides."

Mr. Jackson pointed out that it is the intention of the Greater Dallas Planning Council to assemble in its downtown offices all available data in regard to city planning. Such information will be at all times available to its membership and the general public. The council will take a keen and active interest in all features of the Master Plan and tender its aid and advice when needed, he explained, in promoting the extension of streets and boulevards, the construction of major

public buildings worthy of Dallas, the development of the park system, the building of new schools and fire stations, improvement of run down areas, the solution of the traffic problem, enlargement of the water supply, and other matters of vital civic importance.

"Post-war competition among the larger cities of the Southwest is already growing intense," Mr. Jackson added. "Officials of the Greater Dallas Planning Council are determined that Dallas must not fall behind in this effort to build intelligently a more beautiful and prosperous city for the future."

Thomas J. McHale

(Continued from Page 13)

Thus the magazine plays an important role in keeping the membership of the Dallas Chamber of Commerce among the best informed groups in the country on community progress. And equally important as this, it is keeping the Dallas story before the Southwest and the nation.

Dallas representatives for N. B. Leshner & Company, Hollywood, patio builders, are RAY JONES & SONS, 3127 Routh.

Quality Products

ASPHALTS

NAPHTHAS

FUEL OIL

MOTOR FUELS

DIESEL FUEL

BURNING OILS

* * * *

Talco Asphalt & Refining Division

AMERICAN LIBERTY OIL COMPANY

MT. PLEASANT

DALLAS

You Create A Business

**INSURANCE is the
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.

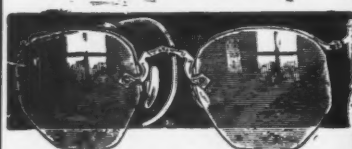


CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building



EYE GLASSES

*All complete
for as low
as*

\$6⁹⁵

**1927 Main Street Store
OPEN SUNDAYS TILL 1 P.M.**

**MAIN
OPTICAL CO.**

**1927 Main Street
5401 East Grand Avenue
2002 Greenville Avenue
336 West Jefferson**

Foundations of Freedom

(Continued on Page 23)

time to trace with you the history of the growth and development of the Christian idea of man's right to individual liberty and personal freedom, for it is a fascinating story, but suffice it to say that though the idea ran counter to the natural law of the biologist, and though western civilization struggled for seventeen centuries to find governmental means to implement it, it finally flowered in all its grandeur in that greatest of all written documents next to the Holy Bible — the Constitution of the United States. Therein the "certain inalienable rights" of the individual man as endowed by his Creator are set forth so that no human agency can legally invade or deny them. Essentially these rights to life and liberty are Christian rights in that they are based on the premise that man is more than an animal, that as an immortal child of God he has a right to be free, so long as in the exercise of his freedom he does not unduly encroach upon the rightful freedom of others.

Thus, you see while the animal nature of man in times of stress and strain, fear and panic, in accordance with the animal instinct of self-preservation, tends to trade his birthright of freedom for a mess of so-called security, the spiritual nature of man throughout the Christian ages at least has struggled and sacrificed, fought and died, to preserve and enhance his most precious possession — the inalienable right to be free, and to enjoy the fruits of freedom. The foundations of freedom have been laid only by virtue of the age-old struggle between the flesh and the spirit, and because the spirit has triumphed in the long run over the flesh.

Some of you no doubt may think that this is a strange type of address to present to a group of hard-headed business men in meeting assembled, and may wonder what purpose impelled me to it. When one realizes that our free enterprise system, our unique system of Government, as well as our American way of life rests entirely upon the founda-

tions of freedom, however, it does not seem strange that one should probe into their substance and their condition, particularly at a time when the cracking of the superstructure suggests that one be certain the foundations at least are secure.

My purpose in presenting the subject to you is to make you, and through you, countless others, aware of the fact that the foundations of freedom are never more secure than the spirit of man that sustains and preserves them. Most of us grew up taking these foundations for granted, failing to appreciate the moral attitudes and spiritual substance that sustained them. And many there are today who think that because on November 5 last, the New Deal was dethroned; and since then Mr. Molotov has shown signs of becoming more conciliatory, that the Republic has been saved, that freedom reigns once again and the world, at least the western half of it, has been made safe for democracy.

Let those who think so ponder well the immensity of these pressures upon freedom's foundations here.

1. The greatest power in the world, second only to the United States, is a materialistic, atheistic, regimented mass of two hundred million people working and toiling under the direction of as ruthless and calculating a dictatorship as the world has ever known, to the end that the Godless anti-Christian philosophy of Karl Marx, consisting of a regimented non-capitalistic society, devoid of freedom of speech, freedom of thought, freedom to hold and enjoy property, freedom of action, may be imposed upon the rest of the world, as it has been imposed on most of Europe, and some of the far east, and involving an international militancy that sooner or later is bound to clash head on with the concept of freedom in a Christian democracy.

2. A far-eastern world of over six hundred million yellow and brown non-Christian illiterate people seething with

Edwin Tanku

TAILORS — IMPORTERS

313-A NORTH AKARD — DALLAS, TEXAS

C-2584

political and religious dissension and strife, totally unprepared and completely inexperienced for a democratic free society, and ready for exploitation by a ruthless dictatorship of the fascist or communistic type.

3. Here at home a group of irresponsible labor dictatorships in all the basic industries of fuel, steel, communication, transportation, shipping, electric power, food processing, clothing, farm machinery, automobiles and trucks, and construction that have demonstrated their capacity in the course of the present year to treat the American workman like pawns, push them around, and march them off the job and back again as if they were playing a game with so many tin soldiers, for their own amusement and edification, yet all the while costing the workers and the nation tens of millions of dollars, and now threatening not only to bring on another grim depression, an utterly senseless, wholly unnecessary, man-made depression, but also threatening to gain ascendancy over an uncertain administration of the greatest nation on earth.

4. Here at home a serious breakdown in respect for, and enforcement of law and order, due to failure of many of those who swore to uphold, protect and defend the Constitution of the United States, and the laws of the land, to do their duty without fear or favor in the lawful protection of life, liberty or property, irrespective of the political consequences of the discharge of their oaths of office and the responsibilities entailed therein.

5. Here at home a flagrant abuse of the right of free speech by adherents of foreign isms, do-gooders, bleeding-hearts, crack-pot reformers, starry-eye idealists, and visitors from foreign shores whose irresponsible utterances confuse and poison minds, arouse passion and prejudices, sow seeds of dissension and malice, and agitate a state of heart and mind just short of riot and revolution.

Need I go on? The known facts speak for themselves. No thinking man or woman in this country today who has eyes to see and ears to hear need doubt that the foundations of freedom need continuous strengthening if they are to endure.

How can such strengthening be accomplished? I think of three main ways, though doubtless there are more.

The first is through hard, conscientious work to make our economy strong and prosperous in spite of every discouragement and seemingly impossible ob-



HOW ABOUT YOUR FIRE INSURANCE?

When replacement costs of building, equipment and stocks of merchandise go up, the amount of the Fire Insurance you carry to protect your investment in these physical assets should go up too — otherwise your Fire Insurance would be inadequate to cover your loss should you have a disastrous fire.

Keep your Fire Insurance Policies up to date. See that they are in line with today's replacement costs. If we can be of service to you in checking your Fire Insurance policies, or if you would like to learn how this company's direct-writing, preferred-risk plan can help you reduce insurance costs, call our nearest District office.

WRITING: FIRE • WINDSTORM • HAIL • EXPLOSION
AUTOMOBILE • BURGLARY • COMPREHENSIVE LIABILITY
INLAND MARINE • PLATE GLASS • HOSPITALIZATION

HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President

INSURANCE

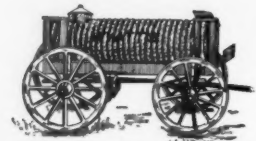
EMPLOYERS CASUALTY CO.

HOME OFFICE • DALLAS A Stock Company DISTRICT OFFICES IN:

ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • EL PASO
FORT WORTH • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS



If He Could Look Back **HE'D BE PROUD**



Wyatt 225-gallon
galvanized corrugated
wagon tank.

Thirty-four years ago W. J. Wyatt fashioned storage and wagon tanks from galvanized iron in a small shop at Dallas. Truly he was a pioneer industrialist in his line. With a few ambitious workers, a few shop tools and some good ideas he laid plans for bigger things to come.

Today 1200 skilled craftsmen in Wyatt's Houston and Dallas plants are fabricating those bigger things. Backed by all that modern science offers in machines and methods, they are turning out huge pressure vessels as shown above and all the other massive and complex steel fabrications found in the petroleum, chemical and other heavy industries which are a part of the industrial Southwest.

Wyatt Metal & Boiler Works

*Steel plate designers, fabricators and
erectors to industry's specifications*

HOUSTON

DALLAS



stacle. American ingenuity and resourcefulness and perseverance and "will to win" have taken this great country of ours through more than one tight spot and can take us through this one into safer waters and calmer seas.

The second is through education on a tremendous scale in the schools, colleges, churches, homes, places of employment, civic organizations, lodges, veteran's organizations, and where possible in labor organizations. As a people we must relearn the fascinating story of freedom, its growth and development, its nature and its meaning, its significance to our form of society, its moral and spiritual basis, the staggering price over the ages that has been paid for it by others in blood, sweat, and tears, for after all the fundamental question that Americans must answer, each for himself, is whether this unique voluntary society of free men, however abnormal and difficult to preserve, is nevertheless worth the effort of understanding it, and of restoring it, and of preserving it.

And last but by no means least, through sacrificial devotion to freedom's cause. Justice Brandies once said: "The secret of happiness is liberty and the

secret of liberty is courage."

Courage, strange as it may seem, just to stand up and be counted whether the chips are down or not, courage to speak out for freedom and suffer the consequences whatever they may be in dollars lost or abuse inflicted, courage to stand up alone, if need be, against the mob knowing that beside you stands an unseen invisible gallant host of all those who through the ages, from Calvary to Okinawa, have died that freedom might live.

"In the beauty of the lilies
Christ was born across the seas
With a glory in his bosom
That transfigures you and me.
As He died to make men holy
Let us die to make men free
For His truth is marching on."

Dale Miller
(Continued from Page 7)

Senator Morse has with Senator Taft. And similar paradoxes exist in the House. The simple truth of the matter is that our political system has outgrown the Republican-Democrat differentiation in political philosophies and does not know it. Beneath the surface, and ob-

scured by the rigidity of our traditional political thinking, is the basic and turbulent struggle between the concept of free enterprise and the ideology of a collectivistic state. This is the fundamental issue—not the light speculation over which party will win in 1948—which should underlie our political thinking in the months and years immediately ahead.

Superficially, therefore, the new Republican Congress will provide an entertaining spectacle in its political maneuvering with a Democratic administration at the other end of Pennsylvania Avenue, but the serious political drama will be enacted more or less backstage within the ranks of the major parties themselves. An important political development in 1947, for instance, will be the real move of the Wallace-Pepper faction to capitalize on the ineptitude of the Truman leadership and attempt to seize control of the Democratic Party; and even within the more homogeneous ranks of the Republicans there is a similar undercurrent of struggle between the so-called liberal and conservative elements. The November elections represented a swing to the right, but the real issue has not yet been joined, nor the major battle fought.



THE TEXAS FARMERS'

Best Customer

In a single year, (1945-1946) A&P purchases in Texas totaled \$27,287,000. In the same period A&P paid Texans a total of \$3,614,000. in rent, wages and taxes.

Annual A&P Purchases in TEXAS Include:

MIXED VEGETABLES	\$2,923,000
GRAPEFRUIT	2,718,000
TOMATOES	1,828,000
MISC. GROCERIES	1,765,000
WATERMELONS	1,246,000
CITRUS JUICES and PRESERVES	1,191,000
RICE	804,000
SPINACH	676,000
CANNED VEG. and TOMATO JUICE	620,000
ONIONS	594,000
MISC. CANNED FOODS	562,000
EGGS	439,000
BREAD	397,000
CARROTS	374,000
CANNED MEATS	372,000
LARD and SHORTENING	319,000
CORN	303,000
CABBAGE	239,000
SUGAR	236,000



CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve your personnel problems
by calling...

R-9581

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

MRS. NELL B. CLOUD, Manager

Liberty Bank Building
DALLAS 1, TEXAS
No Cost to the Employer



TRAINING FOR PRODUCTION

Danger lurks wherever superficial "show-how" is substituted for a real job of employee training. Some organizations who trusted in "ersatz" are sadder for the experience.

The experience of the Terrell Machine Company is typical of many:

"At first we tried to have our engineers give instruction by lectures. This failed because they were not trained teachers and because the course was not properly balanced. On investigation we found that International Correspondence Schools had exactly what we needed... We have men taking courses in Foremanship, Management of Inventions, Machine Shop Practice, Tool Making and Woodworking.

"Does it pay?"

"The morale of our entire organization has been greatly improved. Several of our apprentices are capable of doing better work than many poorly-trained machinists who have had years of experience. Our entire organization is showing the pride of greater craftsmanship."

E. H. Terrell, Pres.,
Terrell Machine Company

Sound on the production lines are those employers whose policies provide not only for "show-how," but also for sound instruction service, geared to the load by I.C.S.

"Ways and Means" is a booklet that tells the whole story. A request involves no obligation and will bring a copy to your desk promptly.

**THE INTERNATIONAL
CORRESPONDENCE SCHOOLS**
of SCRANTON, Pa.

E. Livingston, Division Superintendent
Harwood at Forest H-9235

ADVERTISERS IN THIS ISSUE

A & P FOOD STORES.....	91	JAMIESON FILM LABORATORIES.....	78
ADLETA SHOW CASE & FIXTURE MANUFACTURING CO.....	56	JAY'S MARINE GRILL.....	59
THE HOTEL ADOLPHUS.....	2	JOHNSTON PRINTING AND ADVERTISING CO.....	22
Agency—Abe Berger Advertising Agency		KIRKPATRICK-THOMPSON CO.....	59
ALLIED EXHIBITORS, INC.....	74	KOCH & FOWLER, CONSULTING ENGINEERS.....	65
Agency—Western Advertising Agency, Los Angeles		LANDAUER & GUERRERO, CONSULTING ENGINEERS.....	78
AMERICAN BEAUTY COVER CO.....	74	THE LAYNE-TEXAS CO., LTD.....	5
AMERICAN IRON & METALS, INC.....	72	Agency—T. Page Rogers, Houston	
AMERICAN LIBERTY OIL CO., TALCO DIV.....	87	J. W. LINDSLEY & CO., REALTORS.....	62
BAPTIST BOOK STORE.....	60	LINZ BROTHERS.....	55
BAYLOR UNIVERSITY HOSPITAL.....	58	Agency—Crook Advertising Agency	
Agency—Watson Associates		S. H. LYNCH & CO.....	51
J. MURRELL BENNETT, ARCHITECT.....	32	Agency—Wilhelm, Laughlin, Wilson & Associates	
PAUL G. BENTLEY COMPANY, ENGINEERS.....	59	MACHINERY SALES & SUPPLY CO.....	68
T. J. BETTES CO.....	72	MAIN OPTICAL COMPANY.....	88
BOEDEKER ICE CREAM CO.....	83	R. R. McCAULEY, REALTOR.....	74
Agency—Rogers & Smith Advertising Agency		E. V. McCRIGHT & CO., LTD.....	39
THE BORDEN CO.....	35	MERCANTILE NATIONAL BANK.....	96
Agency—Tracy-Locke Company, Inc.		Agency—Ratcliffe Advertising Agency	
BRIIGGS-WEAVER MACHINERY CO.....	49	METROPOLITAN BUILDING & LOAN ASSOCIATION.....	79
Agency—The McCarty Company		Agency—Ira E. DeJernett Advertising Agency	
BURTON'S ORCHIDS AND FLOWERS.....	81	METROPOLITAN BUSINESS COLLEGE.....	62
Agency—J. Neal Ferguson Advertising Agency		MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM.....	63
CENTRAL INDUSTRIES, INC.....	39	Agency—Anfenger Adv. Agency, Inc., St. Louis	
CHAPPELL, STOKES & BRENNKE, CONSULTING ENGINEERS.....	39	MONCRIEF-LENOIR MANUFACTURING CO.....	67
CLOUD EMPLOYMENT SERVICE.....	92	MURRAY INVESTMENT CO.....	80
TOM W. COLLINS, PHOTOGRAPHY.....	85	Agency—Harry McMains, Advertising	
COMMERCIAL PRINTING AND LETTER SERVICE CO.....	25	NATIONAL CITY BANK.....	45
THOMAS K. CONE, JR., PHOTOGRAPHER.....	86	Agency—Bozell & Jacobs Advertising Agency	
THE PERSONS J. CRANDALL CO.....	84	S. W. NICHOLS CO.....	52
DALLAS-FORT WORTH BREWING CO.....	59	PEACOCK FLORIST.....	75
Agency—Grant Advertising, Inc.		PEASLEE-GAULBERT CORPORATION.....	62
DALLAS LINEN SERVICE CO.....	52	OTTO PHILLIPS, SITE PLANNER AND LANDSCAPE ARCHITECT.....	52
DALLAS PIONEERS.....	33 and 64	PIG STANDS.....	86
DALLAS POWER & LIGHT CO.....	28	PITTSBURGH PLATE GLASS CO.....	32
Agency—Bozell & Jacobs Advertising Agency		THE PLANTATION.....	65
DALLAS RAILWAY & TERMINAL CO.....	47	Agency—Margaret W. Stacy, Advertising	
Agency—Ayres Compton Associates		THE PRAETORIANS.....	61
DALLAS TRANSFER & TERMINAL WAREHOUSE CO.....	67	PRESBYTERIAN BOOK STORE.....	60
DALLAS UNION TRUST CO.....	67	ROGERS COMPANY.....	72
Agency—Herbert Rogers Company		Agency—The Persons J. Crandall Company	
DIXIE WAX PAPER CO., INC.....	66	ROGERS & SMITH, ADVERTISING.....	79
DR. PEPPER CO.....	95	J. B. RUCKER & SON, REALTORS.....	68
Agency—Tracy-Locke Company, Inc.		DALLAS RUPE & SON.....	65
THE ELECTROMOTIVE CORPORATION.....	81	Agency—Tracy-Locke Company, Inc.	
EMPLOYERS CASUALTY CO.....	89	RUTHERFORD CALCULATING SERVICE.....	78
Agency—Ira E. DeJernett Advertising Agency		SACKS EMPLOYERS SERVICE.....	76
EVANS EMPLOYMENT SERVICE.....	78	SANTA FE SYSTEM LINES.....	69
S. L. EWING CO.....	39	Agency—Leo Burnett Company, Inc., Chicago	
FIRST NATIONAL BANK IN DALLAS.....	6	SCENE MAGAZINE.....	93
Agency—Rogers & Smith Advertising Agency		THE SCHOELLKOPF CO.....	62
FIRST TEXAS CHEMICAL MFG. CO.....	80	Agency—Herbert Rogers Company	
FLEMING & SONS, INC.....	75	CRUGER T. SMITH.....	88
FLUORESCENT LITE EQUIPMENT CO.....	70	NOWERY J. SMITH CO.....	57
Agency—Bozell & Jacobs Advertising Agency		Agency—Wallace Davis & Company, Houston	
T. C. FORREST, JR., CONSULTING ENGINEER.....	72	SOUTHERN METHODIST UNIVERSITY.....	35
FORT WORTH & DENVER CITY RY. CO.....	73	Agency—Wilhelm, Laughlin, Wilson & Associates	
Agency—Jas. McBride Adv. Agency, Fort Worth		SOUTHWESTERN BLUE PRINT CO.....	72
FULTON BAG & COTTON MILLS.....	82	SOUTHWESTERN COMMERCIAL SERVICES, CO., INC.....	79
Agency—Rogers & Smith Advertising Agency		STANDARD FIXTURE CO., INC.....	31
GABLE ELECTRIC SERVICE.....	74	STEWART OFFICE SUPPLY CO.....	65
Agency—The McCarty Company		Agency—Ira E. DeJernett Advertising Agency	
GAYLORD CONTAINER CORPORATION.....	67	EDWIN TANKUS, TAILORS AND IMPORTERS.....	88
GRAYSON GILL, ARCHITECT AND ENGINEER.....	65	Agency—Grant Advertising, Inc.	
GITTINGS STUDIO, PHOTOGRAPHERS.....	54	TEXAS MOTOR COACHES.....	84
Agency—Wilhelm, Laughlin Wilson & Associates		Agency—The McCarty Company	
ROBERT D. GOODWIN, ARCHITECT.....	74	TEXAS & PACIFIC RAILWAY.....	3
GRAFE-CALLAHAN CONSTRUCTION CO.....	56	Agency—Rogers & Smith Advertising Agency	
GRAHAM-BROWN SHOE CO.....	70	TEXLITE, INC.....	4
Agency—Brough Advertising Agency		Agency—Wilhelm, Laughlin, Wilson & Associates	
GREAT SOUTHERN LIFE INSURANCE CO.....	19	THOMAS, JAMESON & MERRILL, ARCHITECTS AND ENGINEERS.....	76
Agency—Wallace Davis & Company, Houston		WILLARD HAT COMPANY.....	77
ZEKE GRIMES.....	56	Agency—Grant Advertising, Inc.	
WYATT C. HEDRICK, ARCHITECT AND ENGINEER.....	67	WYATT METAL & BOILER WORKS.....	90
CHARLES L. HENRY & ASSOCIATES.....	54	Agency—Wallace Davis & Company, Houston	
THE HOCKADAY SCHOOL.....	86	CLAUDE ZIMMERLY, WATCH REPAIR SERVICE.....	80
HUDSON & HUDSON, REALTORS.....	65		
HUEY & PHILP HARDWARE CO.....	59		
THE INTERNATIONAL CORRESPONDENCE SCHOOLS.....	92		

SCENE Tells the Whole Colorful Story of Southwestern Life



Subscribe TODAY!*

*But you'd better check to make certain the Mrs. hasn't (like thousands of other Dallas wives) already accepted our special offer to charter subscribers as shown below.

Coupon Saves You up to \$3!

*P.S. to
Advertisers:*

*It's smart
to be seen
in
SCENE*

SCENE

THE MAGAZINE OF THE SOUTHWEST

MELBA BUILDING
DALLAS 1, TEXAS

Sure thing—enter my charter subscription at the special rate I have checked below:

☐ 3 Years, \$7
 ☐ 2 Years, \$5
 ☐ 1 Year, \$3

Name _____

Address _____

☐ Check enclosed
 ☐ Send invoice

(We add an extra month if payment is enclosed)

Texas!

Texas isn't so much a state as a state of mind.

If you should meet a Texan in Iran or Madagascar or some other out of the way place and ask him where he's from, he won't say "The United States," he'll always say "Texas."

Texans never tire of reminding you that their state is the biggest in the Union, that it was for ten years an independent nation with ambassadors to England and France, and that when it joined the Union it reserved the right to subdivide into five states. The chances of this right being exercised are slim, as then Texas wouldn't be the biggest any more and Texans would have one less thing to brag about.



An unknown traveler crossing Texas recorded its size in this deathless verse:

*The sun has riz, the sun has set,
But here we is, in Texas yet.*

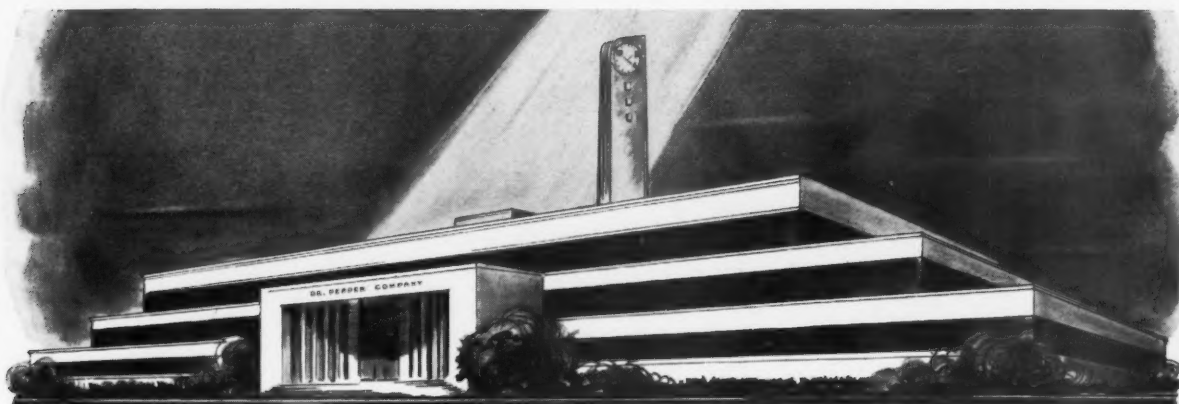
Texas is in every way a fantastic place. Of almost anything you can name (including spinach) it produces more than any other state.

Houston is the biggest city and growing by the minute. San Antonio is more leisurely in its ways, and treasures its popular resorts and ranches nearly as much as the sacred Alamo, which Davy Crockett and his band defended to the last man. Sophisticated Dallas and boisterous Fort Worth enjoy a state of undeclared war. El Paso at the western tip and Brownsville at the southern tip, look across the Rio Grande into Old Mexico.

Scenically, Texas reaches a crescendo in newly-created Big Bend National Park, which has some of the wildest and weirdest country this side of the moon.

Southern Pacific Lines forms the biggest railroad in Texas, with more miles of track and serving more large cities and carrying more passengers and freight than any other railroad, by a pretty wide margin. Also, and this may be news to you, stranger, Southern Pacific Lines in Texas forms the biggest single industrial enterprise in the state, measured by the number of employees, the payroll, the cost for operating equipment, material and supplies and by various other yardsticks. Naturally we're proud to be prominent among the biggest things in this biggest state.

Southern Pacific Lines



UNIQUE INDUSTRY OF FAR-FLUNG EMPIRE ADDS LAURELS TO DALLAS' FAME

No other Dallas-made product is so widely advertised, nor so frequently consumed by so many people. Dr. Pepper, the soft drink, and Dallas, its home, are associated in the minds of millions, through monthly full-color ads in leading magazines . . . through thousands of outdoor posters monthly . . . through movie screen-ads in hundreds of theatres . . . through a national network radio program (Darts for Dough, ABC; Sundays) . . . through thousands of radio spot announcements . . . through millions of point-of-sale signs and displays. Dr. Pepper now has more than 400 bottlers in the U. S. A., Mexico and Hawaii and a waiting list of many thousands of applicants for franchises. Of the 3300 stockholders 70 per cent are Texans. Shares are now listed (Symbol "DOC") on the New York stock exchange. For 17 years the quarterly dividend record remains unbroken. Dr. Pepper is "Native-Texan;" Waco "born" in 1885. The above magnificent, new headquarters (now under construction), in floor area equals a 30-story office building 100 feet square. It is a fitting monument to a "home industry that has made good in a big world." We are proud of our record of growth and progress . . . glad to add luster to the reputation of Dallas as the source of a worthy product the world is eager to enjoy.



Reg. U.S. Pat. Off.

DR. PEPPER COMPANY • DALLAS



For the **NEW** **YEAR** *ahead*

Let's Go Forward Together
with Courage and Faith

Tie in with the Mercantile
for Progress and Profit

SAVE TIME + SAVE MONEY

Use our Deposit-by-Mail Service or our convenient Drive-in Deposit Service for business firms. You actually drive through our 30-story building.

NO PARKING + NO WALKING

MERCANTILE NATIONAL BANK

Resources Over \$175,000,000

